

RED ONE PLUS LTD: FOR THE SATISFACTION OF CUSTOMERS AND NATURE

Towards Sustainable Development

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<p>Abstract</p> <p>Traffic is one of the biggest carbon dioxide emitters in the world. When too much carbon dioxide and other greenhouse gases get to the atmosphere, they cause global warming. Because of global warming, consumers and the government force companies to behave in a more environmentally friendly manner than before.</p> <p>Red One Plus Ltd is a charter bus company. They have new buses with low emissions and low energy consumption. The buses are equipped with Euro 4 engines. The company choose the bus for a trip according to how many customers there are. Red One Plus Ltd wanted to know what they could do to become greener and they were concerned whether their customers are satisfied.</p> <p>These questions were sent to the customers between 8th April and 27th May 2009 and to the students between 8th and 27th May. The results show that the customers appreciate the services Red One Plus Ltd is providing. Low price and good quality equipment were both said to be important matters. Most of the customers also said that environmental friendliness is important, and that they would pay more if Red One Plus Ltd paid more attention to environmental issues. The students gave good ideas for saving the environment and almost all of them thought sustainable development is essential. Only 2% of the customers and 6% of the students that answered the questionnaire said they were not at all paying attention to the principles of sustainable development at home.</p> <p>The issues to pay attention to at this point were decided to be material consumption, water consumption, energy consumption, and waste management. Future actions include biogas buses and doing something to wake up the Finnish government to build biogas filling stations.</p>		
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<p>Tiivistelmä</p> <p>Liikenne on yksi maailman suurimmista hiilidioksidin aiheuttajista. Kun hiilidioksidia ja muita kasvihuonekaasuja on liikaa ilmakehässä, ne aiheuttavat maapallon lämpenemisen. Maapallon ilmaston lämpenemisen takia kuluttajat ja hallitus pakottavat yritykset käyttäytymään ympäristöystävällisemmin kuin ennen.</p> <p>Red One Plus Oy on tilausajobussiyritys. Sillä on uudet bussit, jotka ovat vähäpäästöisiä ja kuluttavat vähän energiaa. Autoissa on Euro 4 -moottorit. Yritys valitsee auton sen mukaan, montako matkustajaa on lähdössä mukaan matkalle. Red One Plus Oy halusi tietää, mitä se voi tehdä, jotta siitä tulisi ympäristöystävällisempi. Yritys oli myös kiinnostunut tietämään, ovatko heidän asiakkaansa tyytyväisiä.</p> <p>Näitä kysymyksiä kysyttiin asiakkailta 8.4.–27.5. ja opiskelijoilta 8.–27.5. Tutkimus osoitti, että asiakkaat arvostavat Red One Plus Oy:ltä saamaansa palvelua. Edulliset hinnat ja laadukkaat autot olivat molemmat yhtä tärkeitä asioita asiakkaiden mielestä. Suurin osa asiakkaista sanoi myös arvostavansa ympäristöystävällisyyttä ja lisäsi, että voisi jopa maksaa enemmän, jos Red One Plus Oy panostaisi ympäristöystävällisyyteen entistä enemmän. Opiskelijat kirjoittivat hyviä ehdotuksia ympäristön pelastamiseksi ja, melkein jokainen sanoi kestävästä kehityksestä olevan elintärkeää. Vain 2% asiakkaista ja 6% opiskelijoista, jotka vastasivat kyselyyn, sanoi, että heillä kotona ei oteta ympäristöasioita huomioon mitenkään.</p> <p>Asiat, joihin tässä vaiheessa tulee kiinnittää huomiota, on materiaalin kulutus, veden kulutus, sähkön kulutus ja jätehuolto. Tulevaisuudessa biokaasubussit täytyy saada yleistymään joten myös hallitukselta pitää vaatia toimia biokaasun tankkausasemien rakentamiseksi.</p>		
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1 INTRODUCTION

Cars, buses and other transportation methods have become essential ways of moving from a place to another. The first car was built in 1769 by Nicolas Joseph Cugnot (Williams 2004, 58). Before cars were invented, people walked or used horses for travelling. Sustainable development and becoming greener however are unavoidable matters in today's business world. How can a bus company become greener? That is a matter of reconciling.

This study offers a sustainable development plan for a charter bus company Red One Plus Ltd, and examines the current satisfaction level of their customers and finds out what people think about environmental issues. Red One Plus Ltd is a charter bus company in Jyväskylä. The manager of the company is Mikko Laakkonen.

The reason for choosing this topic is that the author is interested in environmental issues and sustainable development. Moreover, the author supports domestic tourism because it is good for Finnish economy and more environmentally friendly than for example, taking a flight to a beach holiday to Canary Islands. The author sorts paper, carton, bottles, and organic waste at home and considers that recycling along with other ecological choices is a very important matter nowadays. The author also believes that taking the step towards sustainable development is very profitable from marketing point of view as well.

The report starts with an introduction of the company Red One Plus Ltd. After that, the history of tourism and transportation is written shortly. In the fourth chapter, it is told what sustainable development means and why it is so important nowadays. The fifth chapter explains how environmental friendliness is already noticed in bus travelling, and the sixth chapter introduces an environmental management system, and the way to begin a greener path. The seventh and eighth chapters include the whole research that is done for the customers of the company Red One Plus Ltd, and for the students of Jyväskylä University of Applied Sciences. The chapter reveals implementation of the research and the results. The ninth chapter is the sustainable development action proposal and the last chapter is discussion where the author will share some of her own conclusions.

Earlier these kinds of theses were written Kuva and Laitinen (2003) when they were researching the customer satisfaction of Express buses. In addition, Mustikkamäki and Nieminen (2003) were also writing close to the subject as they were exploring charter bus trips at Jyväskylän Matkaporjat travel agency. Neither of these transportation/charter traffic theses however, were written from the sustainable development point of view and the customer segments of these companies were very different from what Red One Plus Ltd has, as Red One Plus mostly have business customers. Päckilä and Rajamäki (2007) had done an environmental guide for the employees of some offices in Jyväskylä, and Juurikkamäki and Kotamäki (2007) wrote the opinion of consumers about alternative fuel. The study of Päckilä and Rajamäki (2007) did not have anything to do with buses and the study of Juurikkamäki and Kotamäki (2007) did not talk about sustainable development action plans.

2 RED ONE PLUS LTD

In 1982, Juha Louhesto started the express delivery company Keski-Suomen Tavaralähetit Ltd in Jyväskylä. The company specialised in courier and dispatched services. Twelve years later, in 2004 the company bought the business of Sisä-Suomen tila-autot Ltd and expanded to the charter traffic and transportation of disabled people. That is when Keski-Suomen Tavaralähetit Ltd's subsidiary Red One Ltd was born. Then in April 2008, the charter traffic of Red One Ltd was incorporated to its own company. The new company is named Red One Plus Ltd. (Laakkonen 2008.)

The owners of Red One Plus Ltd consist of Mikko Laakkonen (30%), Kai Hakkarainen (30%) and Tavaralähetit (40%). Both Mikko Laakkonen and Kai Hakkarainen started as drivers at Red One Ltd in 2007 and after a year Laakkonen became the manager of the charter traffic side. Laakkonen is also driving the buses.

In the same building there are three different companies: Tavaralähetit (delivery of goods), Red One (city buses and transportation of disabled people) and Red One Plus (charter traffic). Red One Plus Ltd has three own cars: one big bus, Scania Irizar, for 49 passengers; two mini buses, Mercedes Benz Sprinter, of 19 seats; and Mercedes Benz Sprinter, of 16 seats.

During this research process, the company started to do some changes to their equipment and manners, but because their innovation process is unfinished and they are waiting to see the results of the research, the author is not going to write about the already made changes more than this.

Customer segment of Red One Plus Ltd is mostly business customers. Red One Plus drives groups of businesspersons inside Finland, for example to business meetings in Jyväskylä, business meetings in other towns, to the airport of Tikkakoski or Helsinki-Vantaa. They do not drive abroad.

Red One Plus Ltd cares about environmental issues and sustainable development (Laakkonen 2008). As a responsible transportation company, they are concerned of the emission of exhaust gases. Carbon dioxide (CO₂) is a greenhouse gas. It is comprised for example through combustion of fossil fuels. (The Encyclopedia of earth.)

Red One Plus Ltd also chooses the bus according to how many passengers there are. This means that if there are 15 passengers, they do not use a bus for 50 people because using a bigger bus would be uneconomical and more pollute. The chosen car would be a car for 16 people. However, if there were 30 people, they would use only one bigger bus instead of two minibuses. At this moment, the cars are new and of good quality, so energy consumption and carbon dioxide emission should be as small as possible. (Laakkonen 2008.)

On the Red One Plus' website, they say: "A successful business visit or a leisure trip - near or far - begins already on the coach. Enjoy travelling on a coach equipped to the highest standards and let a professional chauffeur take care of the driving." On the webpage, they add that they have a tourist coach equipped with facilities for disabled customers, too. (Red One Plus 2009.)

3 TOURISM

3.1 Defining tourism

People have misplaced the general perceptions of tourism. It is usually thought that most of the tourism is international and by air. However, about 80% of tourist trips are domestic and mainly by car or other surface transport. Tourism is also often imagined only as leisure travelling when in reality it includes all types of purpose of visit for example business tourism. (Cooper, Fletcher, Fyall, Gilbert, Wanhill, 2005, 5.)

Business travel includes all trips whose purpose is related with the traveller's employment or business interests (Davidson and Cope, 2003, 3). Cooper and co-workers (2005) mention that: "There are two elements in tourism – the journey to the destination and the stay (including activities) at the destination".

Tourism could be defined as the movement of people away their normal place of residence. However, there is a problem, says Holloway (1998). Where to put the line? Is for example someone who is shopping in a town next to his hometown a tourist or not? Is the distance or the purpose the determining factor? The definition from WTO in 1993 became the agreed definition of tourism: "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes."

According to Leiper (1979), in the book of Cooper and co-workers (2005, 13-15), "The tourist industry consists of all those firms, organisations and facilities which are intended to serve the specific needs and wants of tourists". The author wants to point out that this statement includes charter buses as part of tourism, and according to WTO in Cooper et al. (2005, 16) it is said clearly that long distance bus services are totally dedicated to tourism.

3.2 Transportation and Tourism

Transportation is crucial for tourism. It is the way to get to the destination, travel in the destination and sometimes transportation is an attraction as well. (Cooper et al. 2005, 462.)

According to Holloway (1998), the earliest forms of leisure tourism (in the sixth century BC) could be seen in Babylon (a museum of historic antiquities) and in Egypt (religious festivals). Also in Greece there was some tourism going on as people went to visit the sites of healing gods. People walked or used horses for travelling.

In 1769, a French military engineer, Nicholas Joseph Cugnot, invented a three-wheeled carriage that was powered by an engine (Williams 2004, 59). In the seventeenth century, road transport continued developing and was a great advance for people who wanted to travel. Accommodation was basic. The first railway was built in England in 1825. Thomas Cook was a man that had a great impact on the early tourism. He organised group trips and package tours by train to seaside resorts on a fully commercial basis. When steamships developed, Thomas Cook took people to North America (1866) and in 1872 he organised his first round-the-world tour. One of the later developments was the aviation industry. The first jet came into service in the 1950s. (Holloway 1998, 16-27, 80.)

1960s was when the mass car ownership started. Each person travelled on average 5600 km in 1960. By the year 2000 that number was increased to about 11 000 km. One of the reasons of growth in travel and the fact that so many people have cars is the decentralization of jobs. (Banister 2005, 1-7.)

The first cars were brought to Finland in the year 1900 and in the beginning of 1920s, there were 1800 cars and 800 motorcycles. During the Winter War, the growth of the amount of cars interrupted but started to increase again after 1945. In 1976, the automobile stock reached one million. In 2006, there were 2.5 million passenger cars in Finland. (Tilastokeskus 2007.)

According to Cooper and co-workers (2005), scheduled bus and coach networks are not the most attractive ways of travelling, but the coach is still somewhat remarkable transportation method in tourism market. Coach travelling is divided into three parts: Scheduled long-distance coaches, coach tours and hired coaches. Red One Plus Ltd belongs to this third part.

According to statistics of Tilastokeskus (Tilastokeskus 2007), in Finland coach transport service was started in December 1905. The first line was between Turku and Uusikaupunki. The engine of this coach however, broke down and coach transportation had to be replaced with horses. It was not until the early 1920s when the

coaches were good enough technically to make the regular line services possible. The number of coaches was more than 1300 in 1925 and in the end of 2006 the number of buses and coaches was 11 189.

The annual total vehicle-kilometres driven with all automobiles in Finland were 24.4 billion in 1975, but in 2006 already 52.2 billion kilometres. Each passenger car drove on average 17 800 kilometres, each truck 34 700 kilometres, each van 13 300 kilometres and each bus 51 800 kilometres during 2006. (Tilastokeskus 2007.)

The author warns that there are consequences because of the increasing numbers of vehicles and the increasing amount of vehicle-kilometres. These numbers seem to double every thirtieth year and are definitely part of the reason why the term sustainable development was born.

4 SUSTAINABLE DEVELOPMENT

4.1 What is Sustainable Development?

In the book of Jennifer A. Elliott (1999, 9) there was a definition about sustainable development of World Commission on Environment and Development:

“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. This definition is the most used one.

Elliott adds that sustainable development is reconciling development and the environmental resources on which society depends (Elliott 1999, 34). This means that the decisions have to be made 50% from the environmental point of view and 50% from the developmental point of view. We cannot go back to the Stone Age but we cannot live in a grey pollution cloud either.

There are signs already from the late nineteenth century that people cared about the environment (for example Yellowstone National Park, USA, in 1872, and National Trust, UK, in 1894). There was also the Bruntland Report in 1987 whose goal was to:

“Help define shared perceptions of long-term environmental issues and the appropriate efforts needed to deal successfully with the problems of protecting and enhancing the environment, a long-term agenda for action during the coming decades, and aspirational goals of the world community”.

(Cooper et al. 2005, 260.)

Finally, sustainable development was set to be a goal of international cooperation in the conference of United Nations in Rio de Janeiro in June 1992. 118 governments agreed that the environment and the development relevantly belong together and Agenda 21 was created. (Kestävä kehitys 1995, 6.)

Agenda 21 is a sustainable development action plan. The action plan is a book of more than 500 pages that mainly consists of four parts: reasons for environmental issues, the problems concerning the environment, strengthening the role of major groups and the means of implementation. (United Nations 2009.)

According to Wikipedia (2009a.) there are three parts in sustainable development: environmental sustainability, economic sustainability and socio-political sustainability. Environmental sustainability means that the tolerance of the

environment is taken into account in every action. Economic sustainability means that consumption of products and services strains the environment as little as possible and that the goal of socio-political sustainability is to ensure wellbeing for the future generations as well.

According to Cooper et al. (2005, 262) the term Sustainable Development could be replaced by the term “wise use”, on which the author fully agrees. Nowadays sustainable development is definitely not that difficult to understand and the principles are not so hard to follow because people hear about the subject all the time on the radio and TV. Undoubtedly, most people automatically follow some of the principles even if not noticing it, but at the same time often act against many of them, too.

Sustainable tourism

Holloway (1998, 157) says hotels take a lead on green tourism. They can use water sparingly; they can encourage their guests to think green as well and for example not to change towels and sheets every day, and try to save water and energy.

According to Swarbrooke (1999, 10), tourism industry has begun to take the idea of sustainable tourism seriously since the 1980s. The definition of sustainable tourism according to World Tourism Organization in Cooper et al. (2005, 264) is:

“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity, and life support systems. (WTO)”

The author puts it in a simple way, after studying the subject from several sources, by saying that sustainable tourism is an industry that is softer towards the environment and local culture, and still employs local people. Swarbrooke (1999, 14) lists many other terms that act in a way that less damage is caused to the environment: responsible tourism, alternative tourism, soft tourism, minimum impact tourism, environmentally friendly tourism, and ecotourism. However, none of these means the same as sustainable tourism.

Now that it is possible to move masses of people at the same time, there are many places that suffer from mass tourism and its impact on Nature. Mass tourism is the opposite of sustainable tourism and other soft tourism terms. Mass Sustainable -term

is impossible. Many people in a same place that need transportation and other services is harming for the environment. There are three ways how the threats of tourism can be reduced: limit the amount of tourists, offer sustainable products and services, and totally replace the unsustainable products with the sustainable ones. As it was said already in the 1980s (the 'Three Rs'): "Reduce, Reuse, Recycle". (Cooper et al. 2005, 266-267, 282.)

Swarbrooke in his book from 1999 says that there is little evidence that tourists would care about the environmental issues. He says that some people might still think that they do not have to take an interest in sustainable tourism when they get out of their everyday routine. However, on the website of The Sustainable Tourism Gateway (2008) it was said that the Travel Foundation research shows that only 4% of holidaymakers would choose a five-star hotel over a four-star hotel that is sustainably run. This is a good start from where it is good to continue.

4.2 Greenhouse effect

The greenhouse effect refers to the change of the temperature of a planet or the moon. In the atmosphere of the Earth, there are gases that absorb and emit sun light. The most important greenhouse gases are water vapour, carbon dioxide, and methane. When the percentage of greenhouse gases is too high, the atmosphere is unable to emit the warmth and the Earth's climate will get warmer. (Ilmasto 2009.)

Cooper et al. (2005, 755) writes that in 2003 World Tourism Organization issued The Djerba Declaration on Tourism and Climate Change that recommends all the countries to follow the Kyoto protocol and raise consumer awareness of climate change.

According to Zedillo (2007, 13-14), climate change affects sustainable development, just as climate change itself is the result of unsustainable development. In 1998, the Intergovernmental Panel on Climate Change (IPCC) was established by the World Meteorological Organization and the United Nations Environment Program. The basic purpose of the IPCC is studying evidence of climate change.

Warming of the climate increases the average global air and ocean temperature. In addition, snow and ice melt and the mean global sea level rises. The most vulnerable regions are the Arctic, sub-Saharan Africa, small islands, and the Asian mega deltas.

Moreover, the poorest regions of the world, which have had hardly any role in the increase of greenhouse gases in the atmosphere, are the ones most affected.

Tony Blair says in the book of Zedillo (2007, 21-22): "the overwhelming view of experts is that climate change, to a greater or lesser extent, is man-made and, without action, will get worse". However, according to Zedillo (2007, 21-22), such statement does not explain that there are many sources of climate change and that climate change has occurred many times both before and after man appeared on the Earth. Zedillo wants to more precisely explain the components that constitute this consensus. Among other things, Zedillo writes that the global mean surface temperature is always changing, decreasing, and increasing. The temperature has now increased by about 0.6 °C to 0.15 °C (centigrade). However, Zedillo says that there is good evidence that man is responsible for the recent increase in CO₂, although climate itself can also cause changes in the CO₂ content.

Greenhouse gas emitters

Holloway (1998, 312-314) writes that the way of living in the twentieth century has led to many ways of pollution. In the seventeenth century the development of transportation was a relief because it made travelling/tourism easier. Nowadays transportation is a burden for the environment because it causes air pollution and noise pollution. Many people in the same place at the same time also lead to congestion and that means among other things more noise and waste. Noise comes for example from the airplanes and boats. The aviation industry causes the most air pollution, too. Civilian aircrafts cause about 3% of all the carbon dioxide emissions that are man-made and more comes from the exhausts of cars. (Holloway 1998, 312-314.)

Not only aviation industry but also bus travelling and other transportation methods seem to be one of the biggest CO₂ emitters. Actually, as seen later, in Finland not aviation industry, but passenger traffic is the biggest threat.

Figure 1 shows with dark red colour the countries with the most Carbon dioxide emissions per capita. According to the carbon dioxide emissions, in 2003 Virgin Islands had the most emissions (121,3 tons). Finland was the 20th on the list (13 tons). (Wikipedia 2008.)

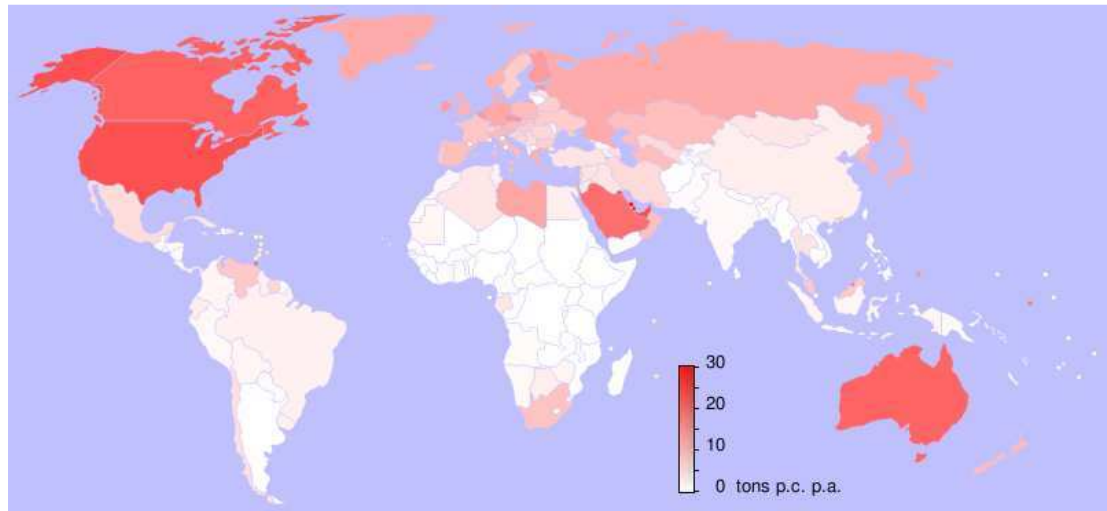


FIGURE 1. Carbon dioxide emissions of different countries per capita in 2003 (Wikipedia 2008).

The top circle of figure 2 shows the man-made greenhouse gas emitters divided by eight sectors. Power stations are the leading emitting factors (21.3%). After that follows industrial processes (16.8%) and transportation fuels (14%). This includes the whole transportation sector. The fourth worst emitter is agricultural by-products (12.5%), the fifth is fossil fuel retrieval, processing and distribution (11.3%), the sixth is residential, commercial and other sources (10.3%), the seventh most emissions cause land use and biomass burning (10%) and the least of these is waste disposal and treatment (3.4%). The three lower circles show the primary greenhouse gases and the factors causing them. Power stations are the worst emitters of carbon dioxide (CO_2), but transportation fuels (aircrafts, trucks, buses, passenger cars, vans etc.) and industrial processes also cause a lot of CO_2 . As for Methane (CH_4) and Nitrous oxide (N_2O), agriculture is the biggest culprit. (Wikipedia 2009c.)

Annual Greenhouse Gas Emissions by Sector

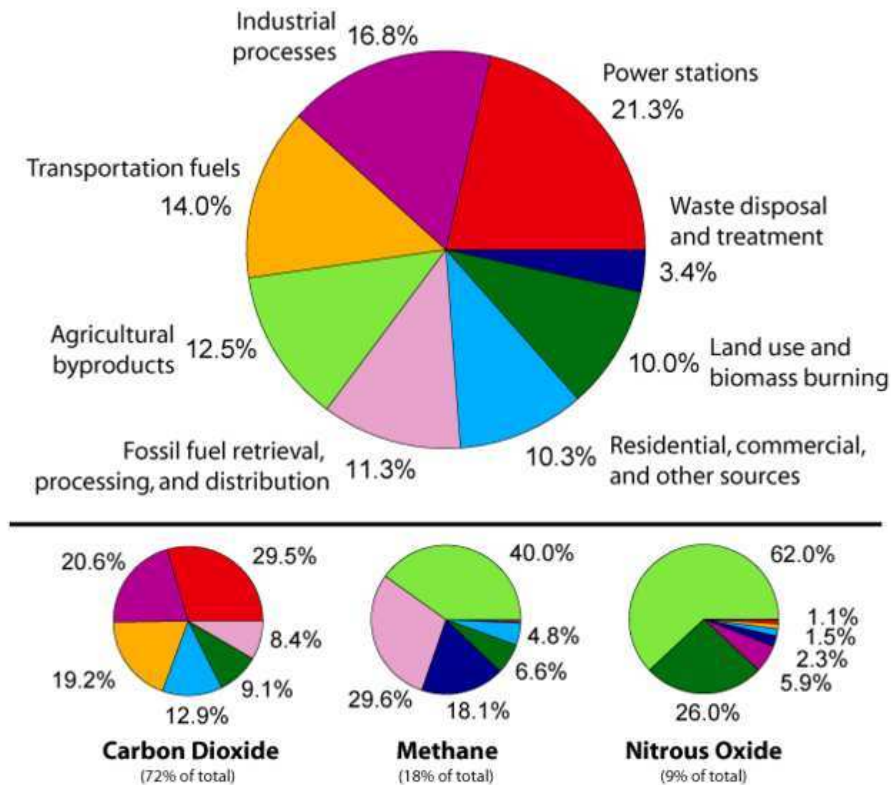


FIGURE 2. Annual greenhouse gas emissions by sector in 2000 (Wikipedia 2009c).

According to Telkänranta (2006, 30), the main greenhouse gas emitters in Finland are energy consumption (68%), traffic (18%), manufacturing (6%), agriculture (5%) and waste management (3%). In this study traffic, energy consumption and waste management are the main issues and are highly involved in planning a sustainable development action plan for Red One Plus Ltd.

Figure 3 divides passenger traffic vehicles into cars, buses, vans and taxis and shows the carbon dioxide emissions of each. Buses (Linja-autot) are marked in green (7%) and the emission of passenger cars (Henkilöautot) in orange (86%). In the figure 3, taxis (Taksit) are marked in blue (2%) and vans (Pakettiautot) in yellow (5%). The emissions totalled 7.9 million tons of carbon dioxide in Finland in 2004. (Tieliikenne ja Ympäristö.)

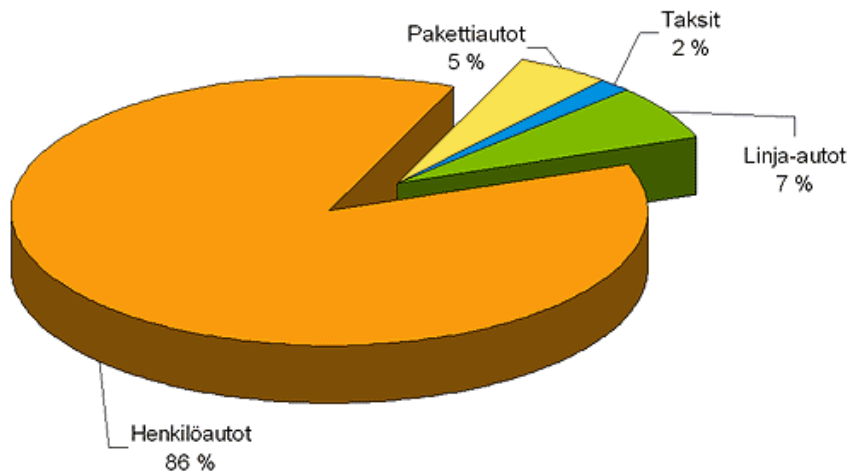


FIGURE 3. Passenger traffic and their CO₂ emissions in Finland in 2004 (Tieliikenne ja Ympäristö).

Figure 4 shows the carbon dioxide emissions of different transportation methods in Finland in 2006. The biggest emissions are caused by passenger cars (Henkilöautot) with 41%, then water traffic (Vesiliikenne) with 21%, and after that trucks (Kuorma-autot) with 18% of all the emissions of different transportation methods. Fourth most emissions causes vans (Pakettiautot) with 8%, then aviation traffic (Ilmaliikenne) with 7%, after that the emissions of buses (Linja-autot) cause 3% of all of the emissions. Least of these are the emissions of snowmobiles (Moottorikelkat). (Tieliikenne ja Ympäristö.)

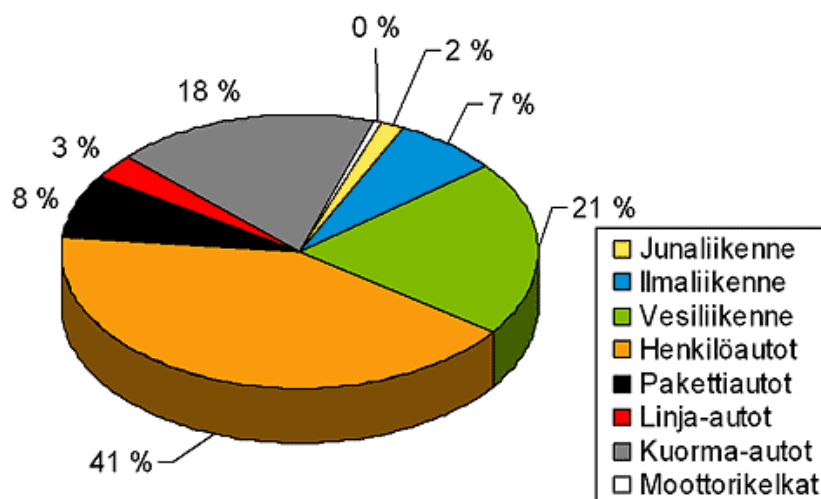


FIGURE 4. Different transportation methods and their CO₂ emissions in 2006. (Tieliikenne ja Ympäristö).

5 ENVIRONMENTAL FRIENDLINESS AND BUS TRAVELLING

Red One Plus Ltd is a coach company and an inevitable fact is that coaches cause pollution. Local traffic bus companies might have an option of driving with biogas or have hybrid buses. Unfortunately, neither is possible with charter buses in Finland.

In 2004, there were 77 buses using natural gas. These buses were in Southern Finland. Natural gas buses have a possibility to use biogas as well. The emissions of biogas buses would be much lower than those of diesel buses. E.g. Jyväskylän Seudun Puhdistamo Oy (Jyväskylä region sewage purification plant Ltd) produces biogas, but because filling stations that have biogas around Finland are so rare, charter buses cannot count on biogas. Even getting a biogas bus is not easy yet either. (Uusi-Penttilä, 2004.) The author thinks that if all transportation companies would demand biogas cars and buses to be used in Finland, filling stations would be quickly built.

A hybrid vehicle has two or more different power sources to move the vehicle. Hybrid vehicle emissions are usually lower than non-hybrid vehicles. However, hybrids do not reduce energy consumption and decrease emissions when driving long distances (Wikipedia 2009b).

Red One Plus Ltd already chooses the vehicle according to how many passengers there are, and their cars have low exhaust gas emission levels. Scania Irizar and the both Mercedes Benz Sprinters have Euro 4 engines (Tiittanen, 2009). It says at the Scania website, that Euro 4 engine ensures significant savings and lower emissions (Scania 2008). “Euro 4” basically means reduction of four main pollutants: Nitrogen Oxide and Nitrogen Dioxide, Hydrocarbons and Carbon Monoxide (BRS 2007). Euro 4 is part of European Union Emission Standards for heavy-duty diesel truck and bus engines. These standards are referred to as Euro 1, Euro 2, Euro 3, Euro 4, Euro 5 and in the future Euro 6. The bigger the number is, the lower the emissions are. (Dieselnet 2009.)

6 ISO 14001 ENVIRONMENTAL MANAGEMENT SYSTEM

An environmental management system is a tool for an organization with which it can make sure that the environmental issues are taken into account in everything that the company does and decides (Ympäristö 2008a). Environmental management is not conservation of the environment only for the environment's sake but also, and perhaps mostly, for humankind's sake (Wikipedia 2009d).

According to Ympäristö (2008b) ISO 14001 is one of the most used environmental management systems. It is international and belongs to the ISO Standardization (International Organization for Standardization). The renewed ISO 14001 was approved in November 2004.

According to EMS Made Easy (2002) this standard is applicable to an organization that wants to e.g. implement, maintain and improve its environmental management system or prove that they follow the regulations.

Figure 5 shows the usual steps of ISO 14001 according to Pesonen, Hämäläinen and Teittinen (2005). There are five parts in the instructions of how to build an environmental system. The first step is environmental policy, which tells which parts of the environmental protection the company wants to improve. The second step is to identify the environmental aspects and plan what can be done. The third step is to accomplish the environmental system, the fourth is to evaluate the system, and the fifth is the audit where the management makes sure the system is effective enough. (Pesonen et al. 2005, 15-16.)

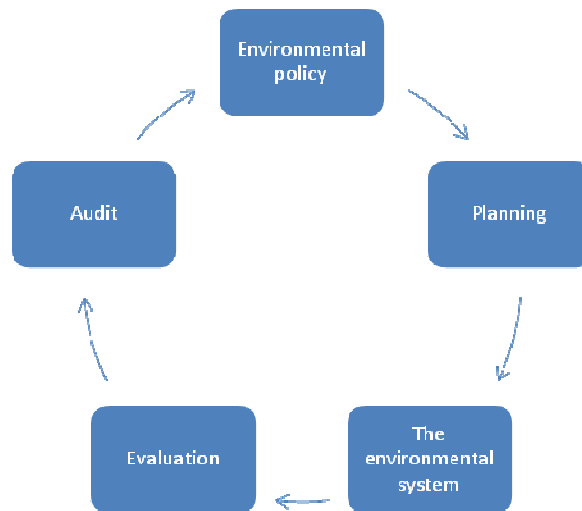


FIGURE 5. The steps of ISO 14001 (Pesonen et al. 2005, 15-16).

According to Marttinen, Saastamoinen and Suvanto (2000, 286), the process starts with the company identifying the environmental aspects of their action, meaning e.g. emissions. Marttinen and co-workers (2000) continue by saying that environmental aspects are the factors causing an environmental impact e.g. air contamination. The environmental aspects of Red One Plus Ltd will get a closer look at the chapter 9.

Another popular environmental management system is EMAS. EMAS consists of the ISO 14001 environmental management system and an environmental report, so it is a stricter system than what the ISO 14001 is.

Table 1 shows the number of organisations certified, and registered for the ISO 14001 and EMAS in EU and ETA in 2007. Finland is eleventh in the list of 30 countries. In 2007 only 991 companies had the ISO 14001 standard in Finland. Sweden is the fifth in the list with 4865 companies with ISO 14001 environmental management system. (Ympäristö 2009.) More companies in Finland should recognize the environmental impact of their action and do something about it.

TABLE 1. ISO 14001 and EMAS in EU and ETA (Ympäristö 2009).

COUNTRY	ISO 14001	EMAS
SPAIN	11 205	843
ITALY	9 825	761
GERMANY	5 800	1 979
THE UK	5 400	364
SWEDEN	4 865	85
FRANCE	3 629	17
ROMANIA	1 454	0
CZECH REPUBLIC	1 315	27
HUNGARY	1 140	11
NETHERLANDS	1 132	17
FINLAND	991	50
DENMARK	810	278
POLAND	597	6
PORTUGAL	564	59
AUSTRIA	550	451
BELGIUM	530	334
NORWAY	475	27
SLOVENIA	351	1
SLOVAKIA	340	3
GREECE	300	54
IRELAND	294	8
LITHUANIA	267	0
ESTONIA	182	2
LATVIA	101	0
BULGARIA	97	0
LUXEMBOURG	53	1
CYPRUS	47	0
LIECHTENSTEIN	22	0
ISLAND	9	0
MALTA	5	1
TOTAL	52 350	5 379

7 IMPLEMENTATION OF THE RESEARCH

7.1 The purpose of the research and the research questions

7.1.1 The interview of the manager

Red One Plus Ltd is a transportation company, and transportation is an important part of tourism. Red One Plus Ltd wants to know what their customers think about being environmentally friendly. If the customers and the potential customers highly appreciate the environmentally friendly actions and expect those from their service providers, the company will act as soon as possible. If the customers' average answer is somewhat careless, Red One Plus Ltd does not have to hurry with the action towards sustainable development. According to Elliott (1999, 84), people buy more of products which are less environmental damaging, and this together with government policy pressures force companies behave in a more environmentally responsible manner than before.

The step towards environmentally friendliness has to be taken soon, because those firms are appreciated who choose the greener path among the first ones. Red One Plus Ltd wants to satisfy their customers with good quality service and equipment. They are concerned whether the customers value the quality or the price, but they also want to take the environment into account.

The author interviewed Mikko Laakkonen, the manager of Red One Plus Ltd in November 2008. The interview lasted about 45 minutes and the goal of the interview was to find something to be developed in the business of the company. The interview was successful as Laakkonen told that Red One Plus Ltd really needed a customer satisfaction research and admitted that they also were interested in environmental issues and it was agreed that the author would make a sustainable development action plan for them.

The research questions

With the help of Laakkonen, the main research questions were found:

- Do the customers want low price or good quality?
- Do the customers care about the environmentally friendliness when choosing a service?
- What options are there to behave in an environmentally responsible manner?
- Do the people pay attention to environmental issues at home?
- Are the customers satisfied with the service they have received?

7.1.2 Customer satisfaction

According to Szwarc (2005, 6), customer satisfaction is how customers see a company's services. The facts that influence their satisfaction are their experiences with the company, and what they have heard or seen about other companies.

From the 1950s to the 1970s, hardly anyone thought about customer service. In the beginning of 1980s, some market techniques were developed to examine customer opinions. One of their techniques was "Mystery shopping". During the 1990s, the balanced scorecard (BSC) and customer relationship management (CRM) emerged. Balanced scorecard measures customer satisfaction. (Szwarc 2005, 9.)

The first thing that comes to mind is not that a bus driver has to be a good customer servant. The author interviewed Marko Tiittanen (2009), who just got his bus driver's license and is driving for Red One Plus Ltd every now and then. Tiittanen said that he was surprised of how important customer service is in charter bus companies after watching bus drivers in local traffic buses. Tiittanen says the job of a charter bus driver is much more than just driving a bus. It is important to be very friendly, greet the customers, carry their bags to the trunk of the bus, speak clearly the announcements to the microphone, notice if the customers need extra breaks, patiently wait if they are late and above all, safely drive them to their destination without any misunderstandings.

Red One Plus Ltd wants to know their customer's opinion about the service they are providing, and they want to make the effort for the environment. The examination technique of this study is a simple questionnaire sent via email. The survey for Red One Plus' customers gives an opportunity to tell what are the pros and cons of the service.

7.2 Methodology

7.2.1 Research methods

The research methods of this study were qualitative and quantitative. Qualitative method was used to get to know the company. It was conducted by two face-to-face interviews for two people, the manager of the company, Laakkonen, and one of the drivers, Tiittanen. The interview of the manager gave a clear picture of the company's targets. On the other hand, the several conversations with the driver, who had been driving for the company only a short while, gave the author another point of view that helped to realize on one hand the importance of the customer satisfaction at the bus company and on the other hand the amount of work what cleaning of the buses causes.

Quantitative data collection method was used for two different groups. Data was collected with web-based surveys. There were two different questionnaires done, one for the customers and the other one for the students of Jyväskylä University of Applied Sciences, the School of Tourism and Services Management. The students were part of the survey because the author thought the students would give good ideas and the students were seen as possible potential customers at least in the future.

7.2.2 The questionnaires and samples

The questionnaire for the customers was sent by e-mail for the customers whose e-mail addresses were in the customer register. This meant 107 customers. The other questionnaire was sent to 157 students of the School of Tourism and Services Management also by email. The questionnaire was done and sent from Digium Software. The questionnaire for the customers and the students was in Finnish. The translation into English is as an appendix (appendix 2 and appendix 4).

Both of the questionnaires had open questions and closed questions. Closed questions were dichotomous questions (only two possible answers to choose from) single choice

questions (possible to choose just one) and multiple choice questions (possible to choose many). Closed questions with more than one possible answer are called multiple choice questions. (Brace 2004, 66-68.)

In the customer questionnaire, there were balanced scales (very good, good, average, poor, very poor). Likert scale (agree, disagree) was not used for either of these questionnaires, because having balanced scales and likert scale in a same questionnaire might be confusing.

The questionnaire that was collected from the students of the School of Tourism and Services Management, contained many open questions for getting answers that might be surprising, something that the author had not thought of. For designing the questionnaires, help from the book “Questionnaire design” by Brace Ian (2004) was used.

The situation of economic downturn in the whole world might have affected reliability and validity when choosing price or quality being the most important factor when choosing the service provider. In addition, if the author of this study had started the research later, during the downturn, the topic could have been “how to survive economic downturn” instead of sustainable development plan. However, sustainability is longer lasting than the economic downturn is, and the development ideas that arise during this process will actually cover both of the matters – sustainable development plan and surviving from the economic downturn.

The plan about how to accomplish the questionnaire changed a little bit during the process but the timing stayed the same. The original plan was to interview some customers on the bus and collect surveys on the Pedestrian Street of Jyväskylä, but the manager did not seem to like the idea of interviewing people in the bus. Moreover the plan of finding potential customers from the Pedestrian Street was buried after thinking how hard it would be to find people who would be willing to answer and who would also be potential customers of Red One Plus Ltd. Questioning the students appeared to give better answers than what was expected. This proves that the author made a good choice.

8 RESULTS OF THE RESEARCH

8.1 The customers of Red One Plus Ltd

8.1.1 Background information, customers

The results were analysed mostly by using the SPSS program but partly by taking the answers directly from Digium as well. Analyzing was started on the same day when both of the questionnaires were closed, on the 27th of May in 2009.

The questionnaires for the customers of Red One Plus Ltd were sent to the customers of Red One Plus Ltd via Digium software on the 8th of April. During one month, not enough results were gotten so the reminder email was sent on the 8th of May. The final response rate on the day the questionnaire was closed was 56%, so out of 107 customers there were 60 who answered the survey. Most of the 60 people that answered the questionnaire were women (67%).

Figure 6 shows that most of the answered people were 36 to 50 years old (47%). 28% were 18 to 35 years old, 22% were 51 to 65 years old and only 3% were more than 65 year old.

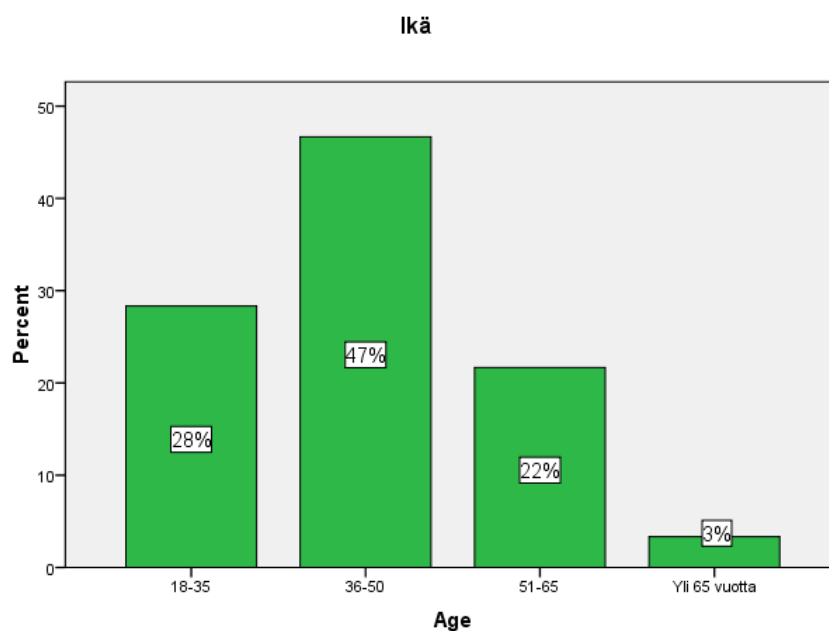


FIGURE 6. Age, customers

The profession of the answerer was asked with an open question. Among the answerers, there were for example secretaries, duty managers, key account managers, assistants, managers and teachers. The list of all the professions is as an appendix (appendix 5).

Figure 7 shows that 93% of the people who answered the survey were from Jyväskylä. 5% were from southern Finland and 2% from somewhere else e.g. Ireland (see appendix 5).

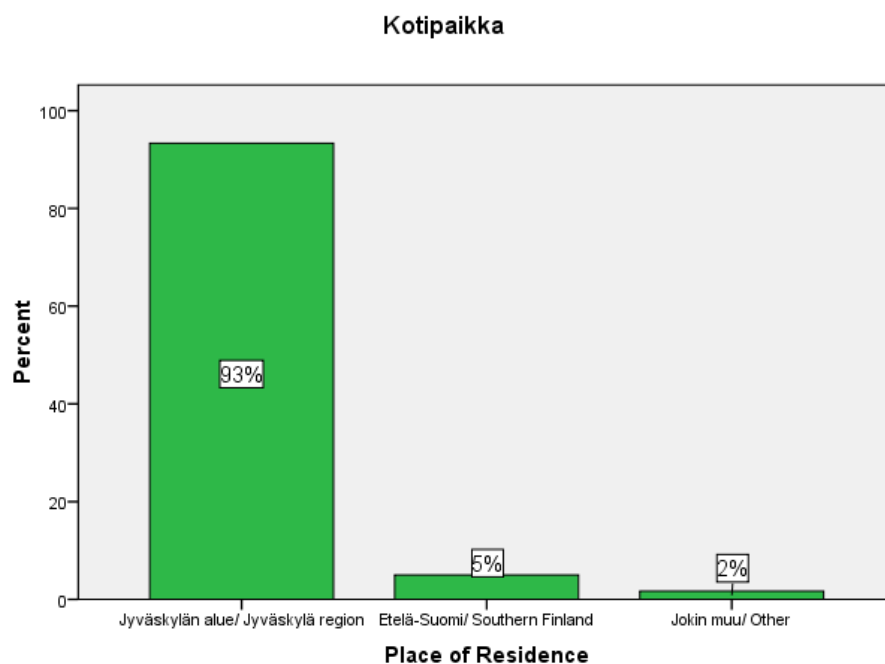


FIGURE 7. Place of residence, customers

8.1.2 Customers about Red One Plus Ltd

Red One Ltd's charter traffic was incorporated to its own company in April 2008 and the new charter traffic company is called Red One Plus Ltd. 32 customers (53%) knew this had happened, so 28 (47%) did not know it at all.

Table 2 shows that 45% of the women knew and 70% of the men knew about the incorporation. This proves that in this case men had paid more attention to the

company's ownership than women had. However, in reality this means that 45% of the women are 18 of them and 70% of the men are 14 of them.

TABLE 2. Crosstabs knowing about charter traffic incorporation

Red One Ltd's charter traffic was incorporated to its own company in April 2008.		
The new charter traffic company is called Red One Plus Ltd.		
Did you know about this?		
Gender	Yes I knew	No I did not know
Female	45 %	55 %
Male	70 %	30 %
Total	53,30 %	46,70 %

33% of the customers had found Red One Plus Ltd from the internet as figure 8 shows. 23% heard about it from a friend, 4% read about it from a newspaper, 4% found out about it from a leaflet and 37% heard about it from some other sources e.g. workplace (see appendix 5).

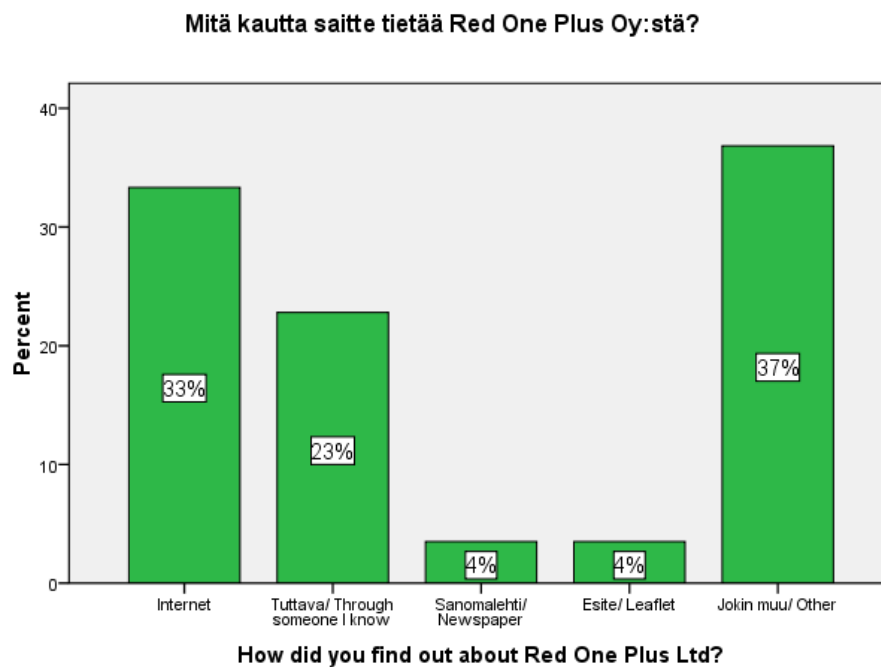


FIGURE 8. Finding out about Red One Plus Ltd

The seventh question in the questionnaire was an open question about what kind of image do the customers have about Red One Plus Ltd. Some answers are for example

“reliable”, “good cars and service”, “good web pages”, “dynamic” and “unknown”. The rest of the answers are as an appendix (appendix 5).

The management of Red One Plus Ltd should pay attention to the opinion “unknown”. It might be a good idea to advertise the company a little bit. However, this was only one man’s opinion.

The customers were asked to grade Red One Plus Ltd according to their first impression on a scale of 1 to 5 (1=very poor, 2=poor, 3=average, 4=good, 5=very good). Figure 9 shows that the most given grade was “good” (68%). 3% of the customers who answered the survey gave a grade “average” and 29% said according to the first impression the grade would be “very good”. There were no “very poor” or “poor” as an answer.

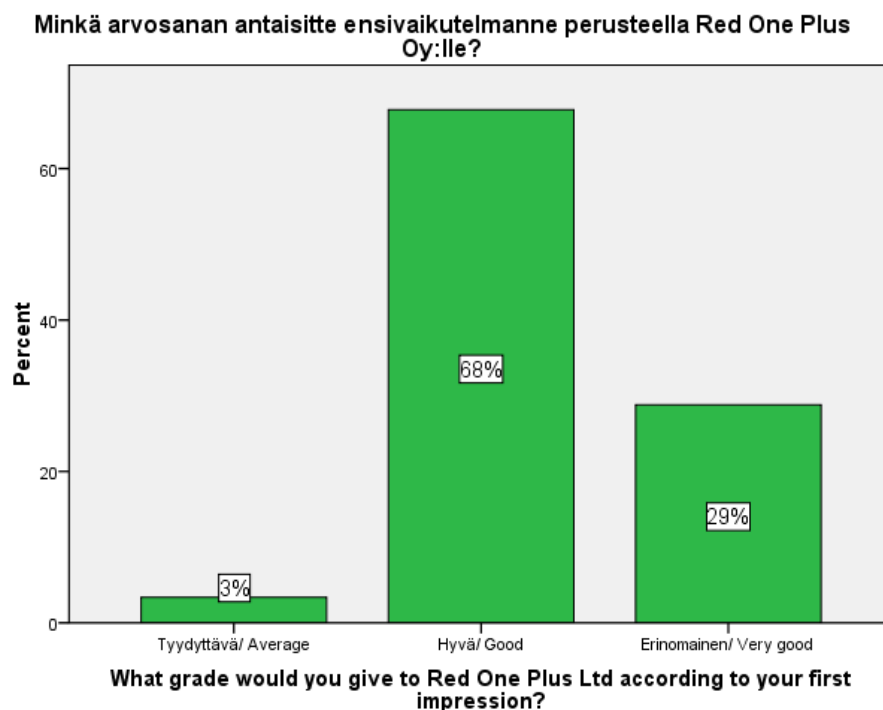


FIGURE 9. Grade Red One Plus Ltd

The customers were asked to mark or write the good qualities Red One Plus Ltd has. The answerers were allowed to choose as many options as they liked. Figure 10 shows that the most voted good quality was “helpfulness”. 32% of all the answered customers said that helpfulness was the best quality of the company. 25% said “friendliness”. Both “price” and “quality” got 22% of the answerers, 15% said

”familiarity”, one percent said ”paying attention to the environment” and four percent said something else, e.g. flexibility (see appendix 5).

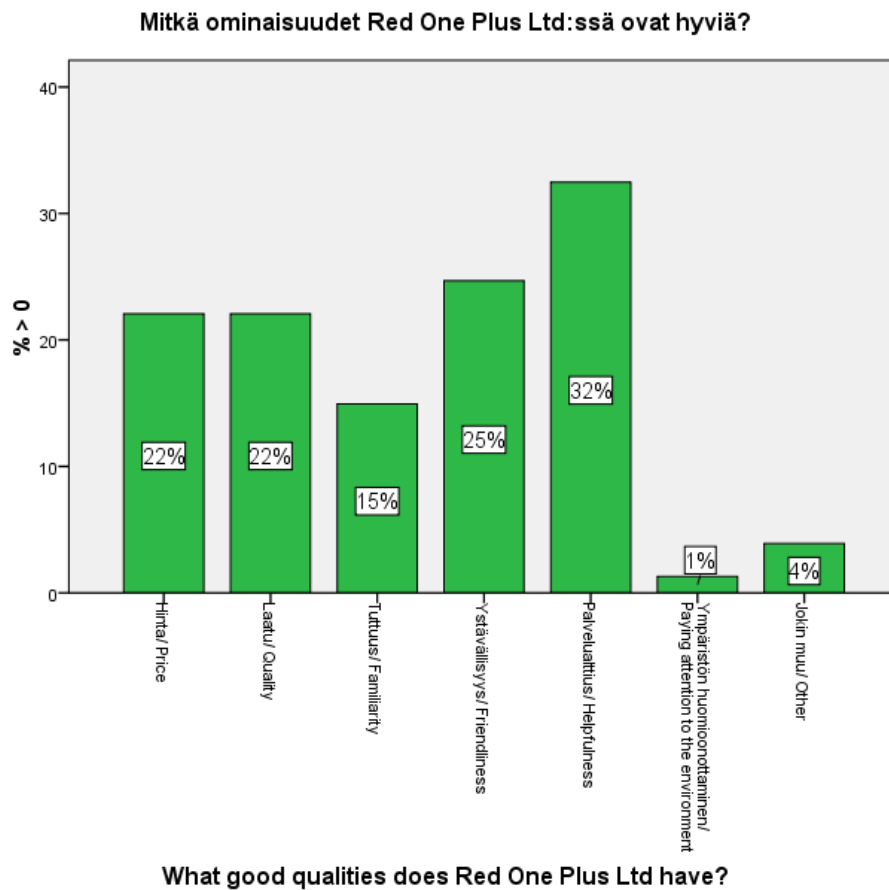


FIGURE 10. Good qualities of Red One Plus Ltd

The customers were asked if they had used the web pages of Red One Ltd and Red One Plus Ltd. 73% of all the answerers had used the web pages. This proves that it is good to have web pages and if possible, Red One Plus could improve the web pages as well.

8.1.3 Grade the drivers of Red One Plus Ltd

The customers were asked to grade the drivers of Red One Plus Ltd on a scale of 1 to 5 (1=very poor, 2=poor, 3=average, 4=good, 5=very good). The matters to grade were friendliness, fastness, the way of driving and clarity of the announcements.

The customers were asked what grade they would give to the drivers of Red One Plus Ltd when it comes to friendliness. Figure 11 shows that 64% said "I don't know", 21% said "very good", 13% said good and two percent said "average". Nobody said "very poor" or "poor".

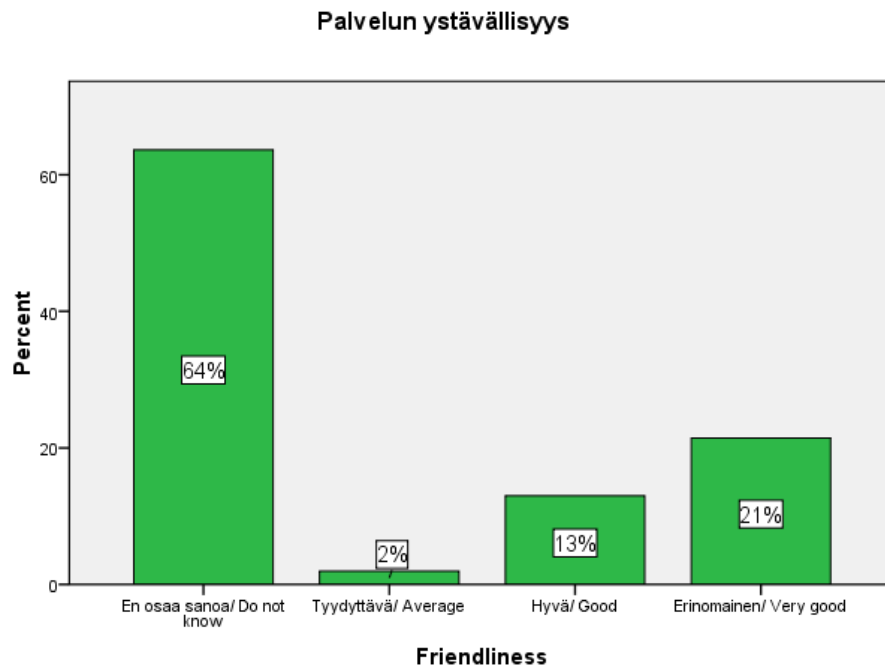


FIGURE 11. Friendliness

The customers were asked what grade they would give to the drivers of Red One Plus Ltd when it comes to fastness. According to the results, figure 12 shows that again about 64% of the answered customers said "I don't know". 19% said "very good", 17% said "good" and about one percent said "poor".

Someone had already said that flexibility is one of the company's best features. It is possible that one customer was in a hurry and did not like if a driver had promised a longer break and now that customer says "the fastness of the driver is poor".

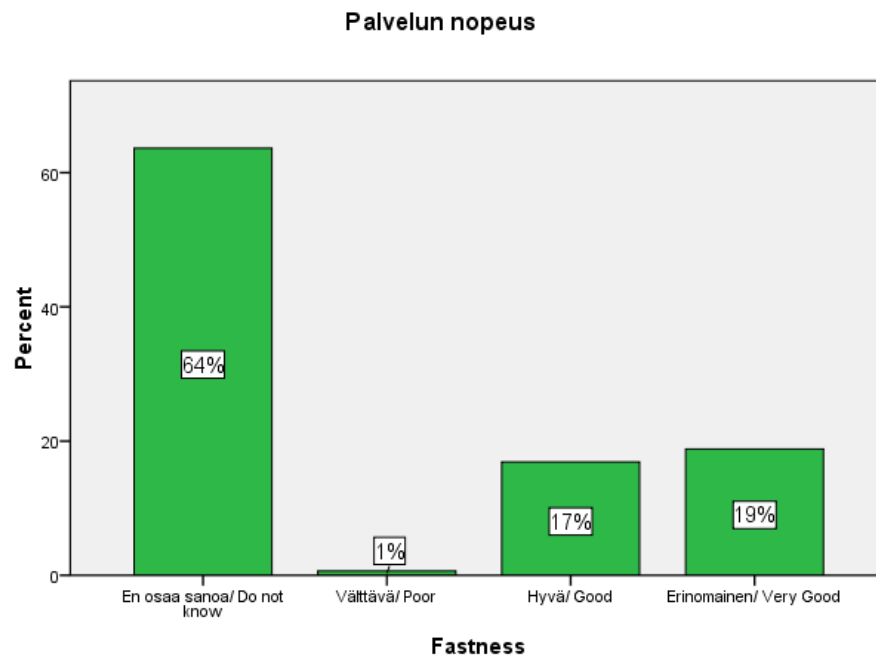


FIGURE 12. Fastness

The customers were asked what grade they would give to the drivers when it comes to the way of driving. Figure 13 shows that 66% said "I don't know", 20% said "very good", 12% said "good" and about one percent said "average". Nobody said "very poor" or "poor".

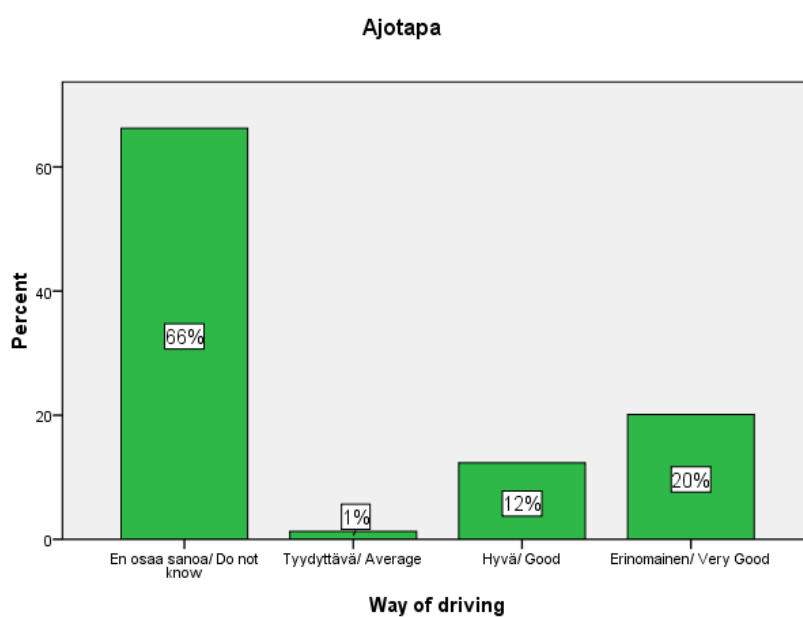


FIGURE 13. Way of driving

The customers were asked what grade they would give to the drivers when it comes to the clarity of the announcements. Figure 14 shows that 73% of the customers answered "I don't know". 13% said "very good", 12% said "good" and two percent said "average". Nobody said "very poor" or "poor".

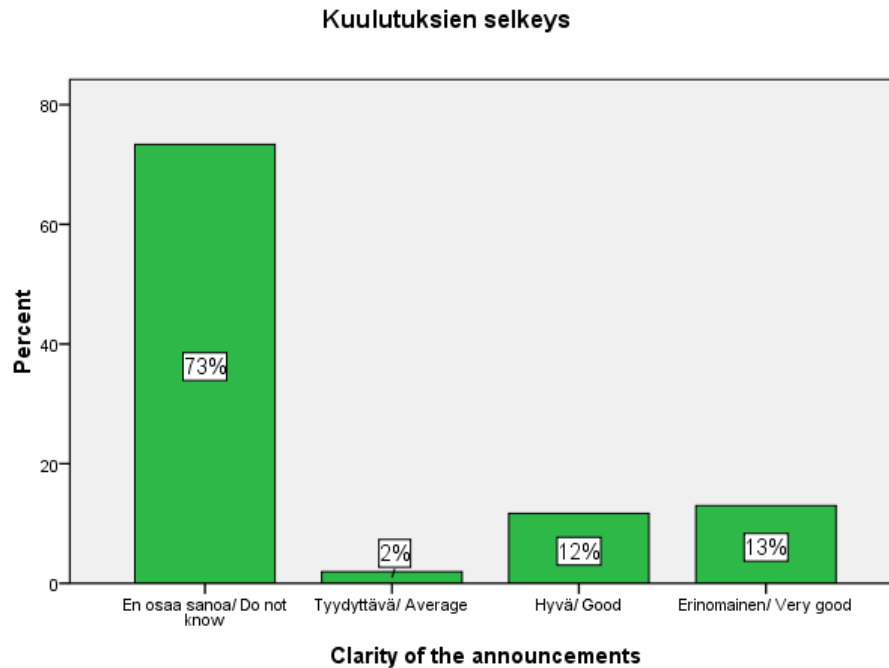


FIGURE 14. Clarity of the announcements

8.1.4 Competition

The customers were asked to mention a competitor for Red One Plus Ltd. Some companies that were mentioned are for example Kaikille Teille, Tilausliikenne Sami Arjotie, Töysä and Jyväskylän liikenne. The rest of the competitors -list is seen as an appendix (appendix 5).

The customers were asked to mark or write the good qualities, which the competitor has. They were allowed to choose many options. Figure 15 shows that mostly marked matter was the price (19%). Some other matters were for example "the image" (see appendix 5).

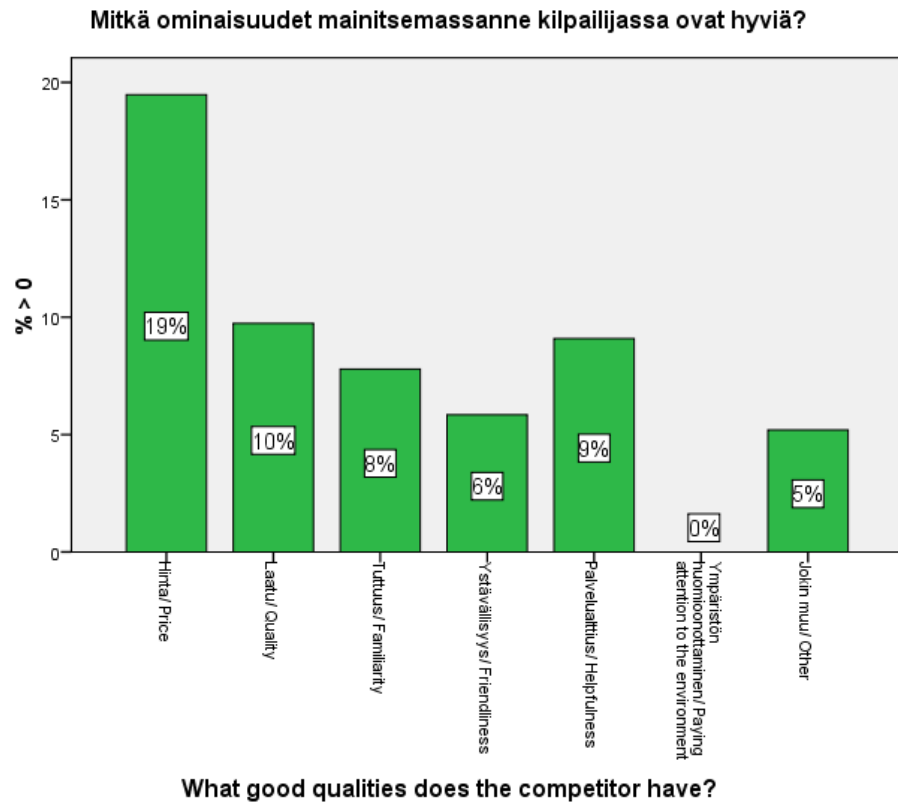


FIGURE 15. Good qualities of the competitor

8.1.5 When selecting a service

The customers were asked what issues they consider important when selecting a service. They were allowed to choose two options. Figure 16 shows, that price got votes from 31% of the customers. Quality was selected by 27% of the answerers. 6% chose familiarity, one percent said environmental friendliness and % said something else e.g. reliability (see appendix 5).

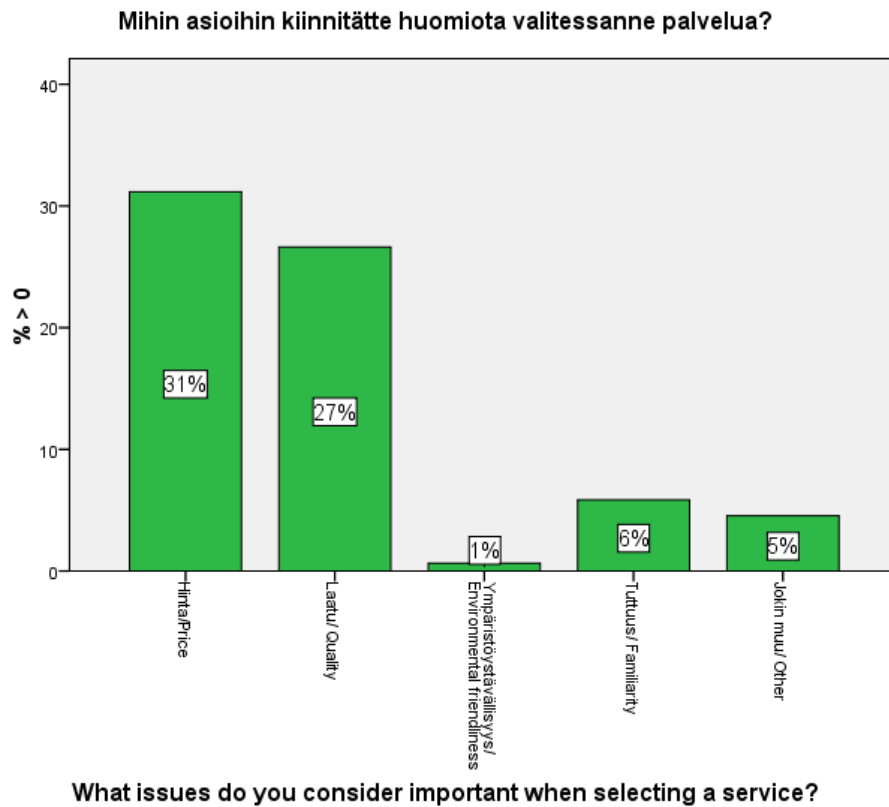


FIGURE 16. Important issues when selecting a service

8.1.6 Sustainable development

The customers were asked would they pay more for the service if Red One Plus Ltd paid more attention to the principles of sustainable development. Figure 17 shows that as much as 71% of the customers said they would pay some more. 26% said they would not pay more and three percent said they would pay more.

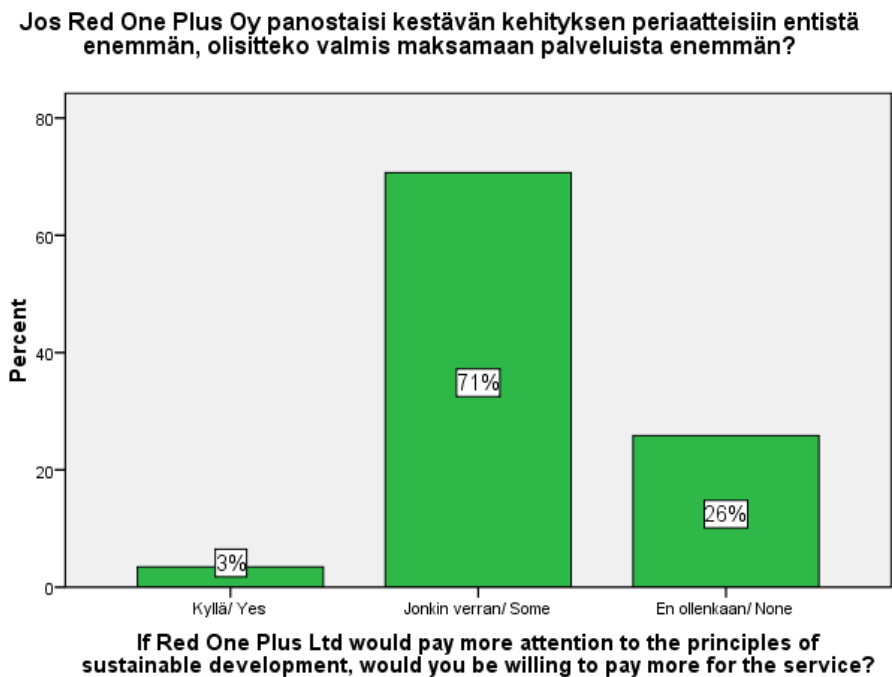


FIGURE 17. The principles of sustainable development

Surprisingly men would be more willing to pay for saving the nature than the women would. Table 3 shows that about 69% of the women would pay some more and 30% would not pay more. None of the women would absolutely pay more. As much as 10% of the men would pay more for the service, about 74% would pay some more and only about 16% of the men would not pay.

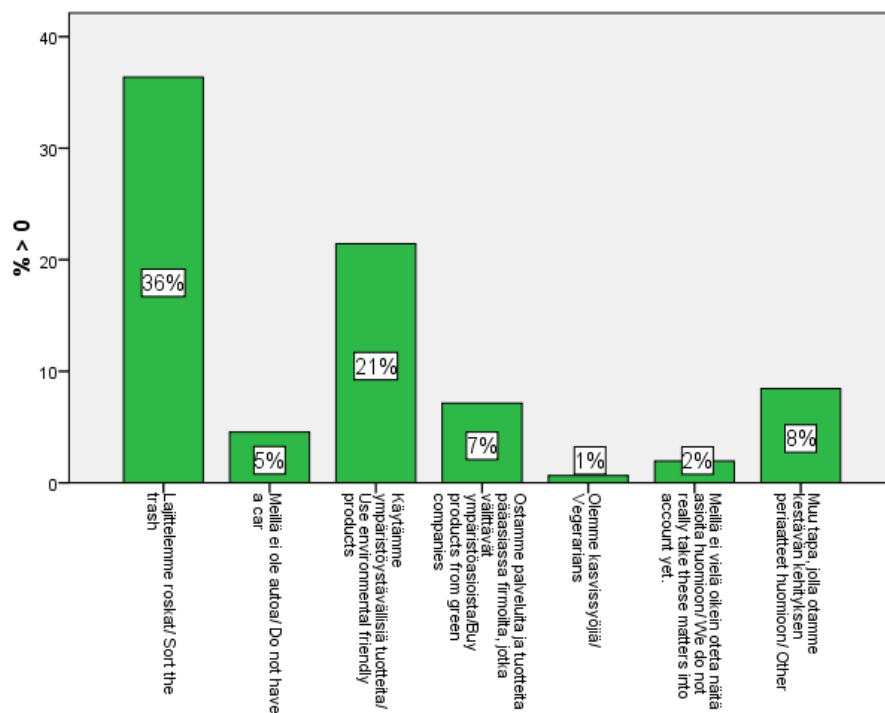
In reality these figures mean that 27 women would pay some more and 12 would not pay more at all. However, the high percentage of the male answers show that two of them would pay more, 14 would pay some more and three would not pay more at all.

TABLE 3. Crosstabs willing to pay

If Red One Plus Ltd would pay more attention to the principles of sustainable development, would you be willing to pay more for the service?			
Gender	Yes	Some	None
Female	0	69,20 %	30,80 %
Male	10,50 %	73,70 %	15,80 %
Total	3,40 %	70,70 %	25,90 %

The customers were asked how they take the principles of sustainable development into account in their household. They were allowed to choose many options. Figure 18 shows that most of the customers say they sort the trash (36%). 21% use environmental friendly products, 7% buy products from green companies, five percent do not own a car, one percent is a vegetarian and 8% has other methods e.g. recycling (see appendix 5). Only two percent say they do not take those matters into account yet.

Miten otatte kestävän kehityksen periaatteen huomioon kotitaloudessanne?



How do you take the principles of sustainable development into account in your household?

FIGURE 18. Sustainable development at home

The last question was an open question where the customers could write their greeting to the management of the company. These greetings are found in Finnish in the end of appendix 5. The customers mainly thank Red One Plus about the good co-operation.

8.2 The students of the School of Tourism and Services Management

8.2.1 Background information, students

The questionnaire for the students was made in Digium on the 18th of April, but sent on the 8th of May. The reminder emails were sent on the 18th of May, after there were only 22 students who had answered the questionnaire. Because of the reminder emails, 13 more students answered the questionnaire. The questionnaire for the students was also closed on the 27th of May.

The questionnaire was sent to 157 students. 35 of them answered so the response rate was 22%. Having answer from 35 students was an okay result. The questionnaire was sent in May and some of the students had definitely already started their summer jobs and probably did not read the school email at all anymore.

Most of the answerers were female (89%). Only 4 of the 35 answerers were male.

Most of the answered students were from 18 to 35 years old (86%). 9% were from 36 to 50 years old and 6% were from 51 to 65 years old.

It can be seen in figure 19 that most of the students live in Jyväskylä region (62%). 15% live in other Middle Finland, 12% in Southern Finland, six percent in both Western and Eastern Finland.

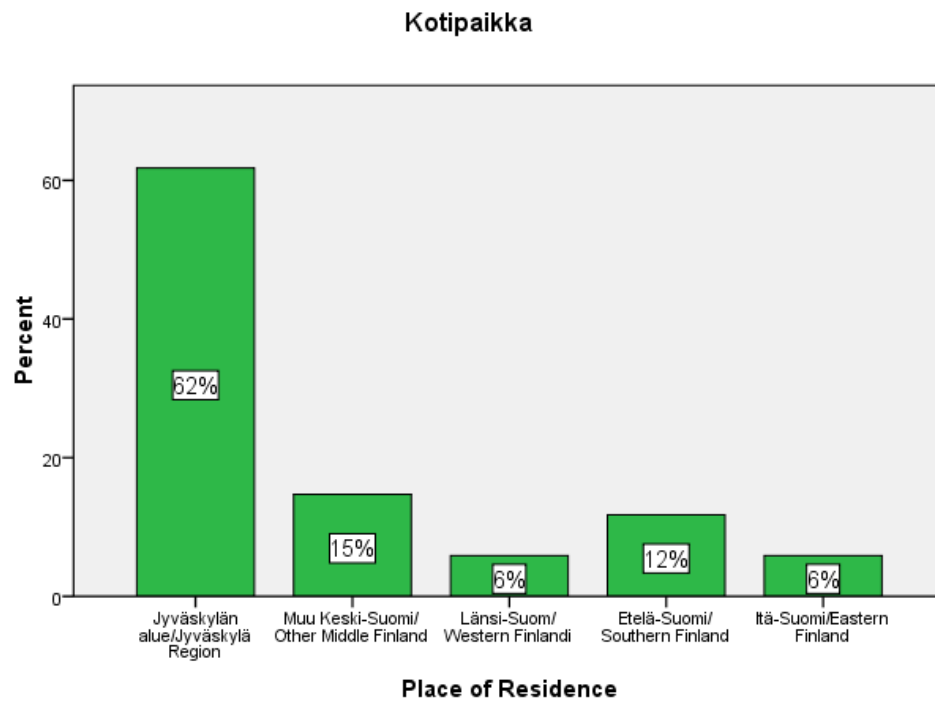


FIGURE 19. Place of residence, students

8.2.2 Students about Red One Plus Ltd

The students were asked if they had heard about the company Red One Plus Ltd. Most of the students (about 69%) had never heard about it.

Table 4 about crosstabs shows, that 75% of male that had answered the survey and about 25% of female had heard about Red One Plus Ltd. This basically means that three out of four men had heard, and 8 out of 23 female had heard about Red One Plus Ltd.

TABLE 4. Crosstabs, students

Have you heard about the company called Red One Plus Ltd?		
Gender	Yes I have	No I have not
Female	25,80 %	74,20 %
Male	75 %	25 %
Total	31,40 %	68,60 %

Red One Ltd's charter traffic was incorporated to its own company in April 2008 and the new charter traffic company is called Red One Plus Ltd. The students were asked if they knew about the incorporation. 97% did not know it at all so only 3% knew about it. The author wants to point out that this is not a surprise, because the customers of the company did not even know about the incorporation.

In the question 7, the students were asked to say what kind of image they have about Red One Plus Ltd. The answers are found in appendix 6.

The students were asked if they had been on a charter bus trip. Most of the students (91%) had been on a charter bus trip. Only 9% had never joined a trip by charter bus. Having this many students taken a charter bus trip and barely anyone knowing about the company, will be explained by the fact that Red One Plus Ltd mostly serves business customers.

8.2.3 Students selecting a service

The students' opinion about the most important issues when selecting a service is seen in figure 20. They were allowed to choose two options. Price seems to be the most important factor (34%), the second important is quality (21%), and the third is familiarity (15%). Only two percent say environmentally friendliness is important. Two percent suggest something else e.g. availability (see appendix 6). It is not surprising that students think the price counts.

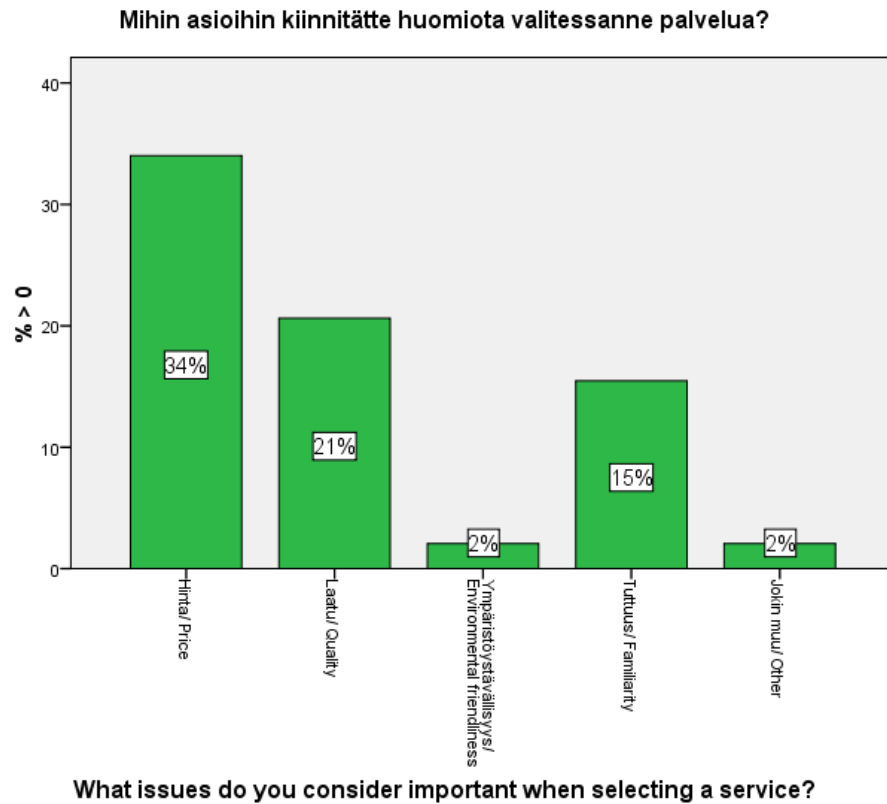


FIGURE 20. Important issues when selecting a service

8.2.4 Sustainable development

The students were asked would they pay more for the service if it paid more attention to the principles of sustainable development. Figure 21 shows that as much as 63% of the students said they would pay some more. 17% said they would not pay more and 20% said they would pay more.

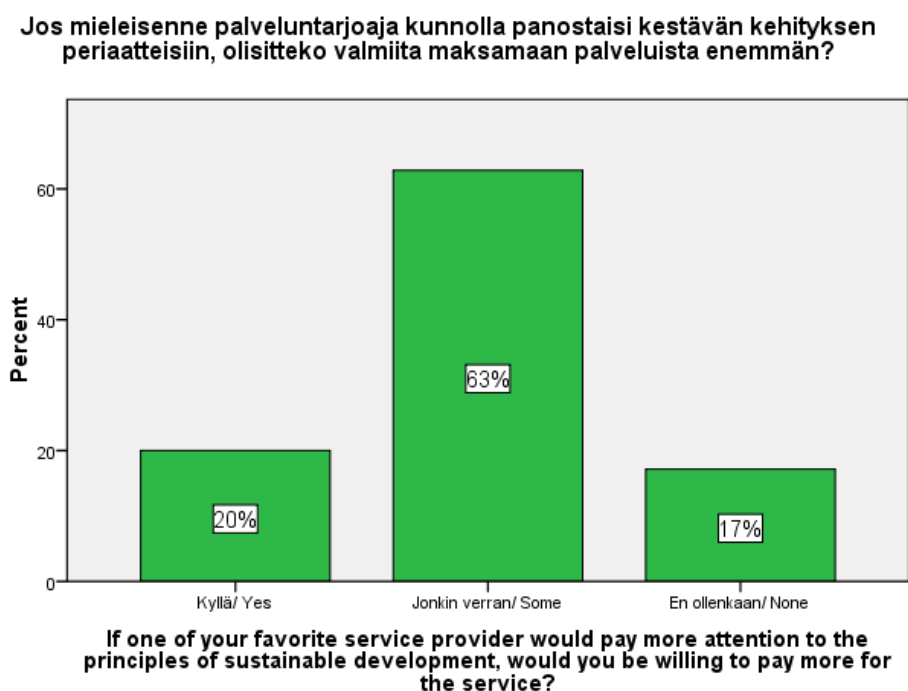


FIGURE 21. The principles of sustainable development

The eleventh question in the questionnaire was an open question about what the students think about paying attention to the environmental issues and the sustainable development. Most of the answerers seemed to think that these matters are very important and they wish good luck to Red One Plus Ltd and for their step to become greener. The comments are found in Finnish in appendix 6.

The students as well were asked how they take the principles of sustainable development into account in their household (see figure 22). Most of the students say they sort the trash (28%). 18% use environmental friendly products, 16% do not own a car, five percent buy products from green companies, four percent are vegetarians and 14% use other methods e.g. recycling of clothes (see appendix 6). Six percent say they do not pay attention to environmental matters yet.

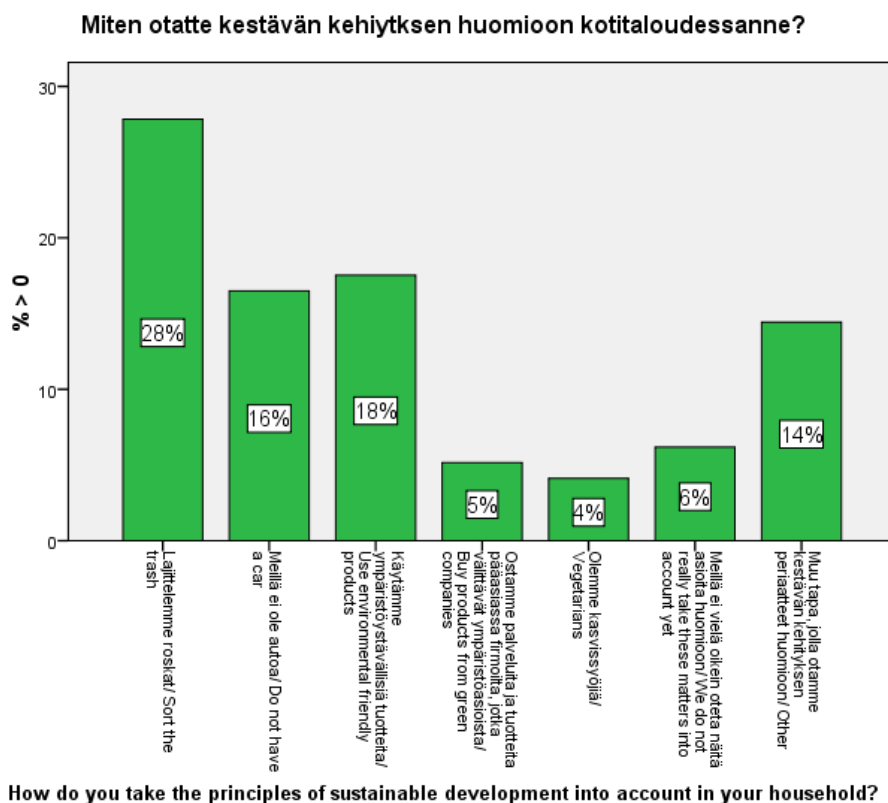


FIGURE 22. Sustainable development at home

The author thinks that having someone saying that he does not consider these matters at all is rare. However, it is not strange if a single 20-year old male does not recycle organic waste if he only eats a banana once in a while, but having someone who does not recycle clothes, sort any trash or use any kind of environmental products is strange nowadays.

The thirteenth question was an open question. The question was about how the students would pay attention to the environmental issues if they owned a bus company. Most mentioned matters are that they would drive new buses that do not cause as much pollution as the old ones do and that they would drive ecologically. The rest of the comments are in Finnish as appendix (appendix 6).

The students were asked if they knew that using biogas is not possible for charter traffic buses because the biogas stations are still so rare. More than half (60%) did not know it. 40% knew already that filling stations with biogas are unusual.

The fifteenth question was an open question about the strengths and weaknesses for a firm to pay attention to the principles of sustainable development. Students wrote that it is good from the marketing point of view, good for the environment, but more expensive. These and more comments are found in Finnish in appendix 6.

The greetings for the Red One Plus Ltd management from students are found in the end of appendix 6. The students write that they really do not know about the company, but wish Red One Plus good luck with their good intentions of becoming greener.

9 SUSTAINABLE DEVELOPMENT ACTION PLAN

9.1 SWOT

As it was said before, the first step in having an environmental management system is to identify the environmental aspects in the action of the company. With the help of SWOT-analysis (see table 5) the author will point out the most important matters of Red One Plus Ltd, which needs to be taken into account when starting the greener way. Because biogas vehicles cannot be used as charter buses yet, e.g. consumption of electricity, material and water, as well as waste management will get the most attention.

Strengths

The strengths of the company are that they have new buses and vans that has low exhaust emissions and low energy consumption. Moreover, the cars have Euro 4 engines. The company takes the amount of people into account when choosing a bus and as professional drivers; they know how to drive ecologically.

The company has websites where most of the customers visit. On the website, they could market their process with sustainability issues.

Weaknesses

For washing the buses, a lot of water is needed. Moreover, the company has only one trash container for all their trash. They do not sort anything and sorting at the bus seems to be almost impossible. Washing agent for washing the buses was non-environmental friendly, too.

Opportunities

The company is willing to take the step of sustainable development and they seem to be able to do it, too. This is an opportunity for them. They care what the opinion of the customers is and now we know that most of the customers think the environmental issues are important.

Threats

Communication with the customers before the trip is important to know if someone has cancelled or if there are extra passengers joining the trip. Tiittanen (2009) said that some groups surprise often with having only for example 14 people instead of 18. If they had informed early enough, the driver could have replaced the bus with a smaller one, and another group, group of for example 19 people could have been transported with the coach of 19 seats instead of the biggest bus of 49 seats.

By a possible stinginess, the author means that taking the principles of sustainable development into account might be more expensive than to ignore the subject.

However, as they say in Finland “lopussa kiitos seisoo”, which means that hard work is always rewarded in the end.

By laziness, the author means that if the driver is lazy/ tired, he will not even collect the bottles from the trash and throws everything into a same trash container. If the bus has an organic waste bin in the future, there will be those who are against the idea of sorting the trash when arriving late at night back to the garage of Red One Plus Ltd.

TABLE 5. SWOT

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> · New buses and vans · Euro 4 engines · Take the amount of people into account when choosing a bus · Ecological driving · Website for marketing 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> · Water consumption when washing the buses · The company has only one trash container for all their trash, no sorting · Sorting the trash at the bus almost impossible · Washing agent non-environmental friendly
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> · Will · Ability 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> · Communication with the customers · A possible stinginess · Laziness

9.2 Transportation and pollution

Red One Plus Ltd is a bus company and they know what transportation causes. As professional drivers, they know how to drive economically. Moreover, their cars are new so they have low emissions and low energy consumption. In addition, the cars have Euro 4 engines. The action to be done is to make sure the engines for future cars will also be at least Euro 4. One day biogas buses will be available and filling stations for them too. Then the management need to make decisions, that can be expensive, but which will be environmentally friendly. This is of course if the company can afford it.

The customers could be advised beforehand also to inform Red One Plus Ltd if there is someone cancelling the trip. Knowing the exact number of the participants joining the trip helps to choose the right size of a bus.

9.3 Material consumption

In the office of a bus company, there are some aspects one should consider when stepping to the world of sustainable development. Firstly, the consumption of paper should be considered carefully. Secondly, there are about 10 plastic bags as trashcans in Irizar during a trip. The author suggests that when cleaning the bus, it would be wise to try to save plastic bags when collecting the garbage. If there is only for example an empty candy bag, it can be removed to another plastic bag and the old, still clean plastic bag can be used again.

Washing the buses needs washing agent as well. If possible, the company could buy environmental friendly soaps to make washing more environmental friendly.

The coaches also need service. Taking the buses to a service that pays attention to the environmental issues, is not a bad idea, if it is possible. According to Kuluttajavirasto (2009) disposable products should be avoided and something that can be recycled should be chosen instead. The chosen products should be with environmental label and the trash should be sorted and recycled.

9.4 Energy consumption

At the office and in the garage it is important to switch off the light when leaving. It is saving incredible amounts of electricity when the lights are not on all the time.

There are also renewable energy sources. Renewable energy sources, that cause less damage to the nature than non-renewable sources, include wind power, bio fuel, solar panel and old waterpower. These sources get Norppaenergia-label (Ringed seal energy –label). Norppaenergia –label guarantees a renewable energy source. Symbol is seen in figure 23. Norppaenergia-symbol is the only energy label in Finland and is granted by Suomen luonnonsuojeluliitto (the Finnish nature protection union). It has been in use from 1998.



FIGURE 23. Norppaenergia-symbol

The companies that offer renewable energy in Finland according to Norppaenergia are:

- Ekosähkö Oy
- Energiapolar
- Etelä-Savon Energia
- Fortum
- Kokkolan Energia
- Pohjois-Karjalan Sähkö
- Porvoon Energia
- Vattenfall

(Norppaenergia, 2009.)

According to Tilastokeskus (2008) in Finland in 2007, the consumption of renewable energy sources was 25% of all the energy consumption, same as the year before. The usage of waterpower and wind power increased the most of all the renewable energy sources.

9.5 Water consumption

It is important to keep the buses clean after every trip. If a customer sees a dirty and muddy bus, it might affect their opinion of the service they are receiving. However, washing a big bus means using a lot of water. Trying to save water when washing the buses would be a step towards frugality.

In Finland, there is no shortage of potable water, but globally there is more than one billion who lack access to potable water. This is a reason why water has to be spared (Kuluttajavirasto 2009.)

9.6 Waste management

Sorting the trash is one of the most important matters when taking the step towards sustainable development. Sorting the trash is easy at the office if everybody is told the place for every type of trash. There could be a bin for organic waste at a bus, too. In case that does not feel possible, the drivers could sort the trash when arriving from the trip. Arrange containers for different sort of trash takes some more money to it, but according to the research, there are quite many people who appreciate the firms who care about the environment and are willing to pay some more. It is important that the decision of the company of possible sorting is discussed with all the drivers as well, so the money does not go waste. If there is an empty organic waste container standing there without anyone sorting the trash belonging there, it is a waste of money.

Things everyone can sort and recycle:

- Organic waste
- Paper
- Carton
- Bottles

However, after getting to know the company and charter traffic business better after cleaning the buses several times together with one of the drivers, and after being on a

couple of charter bus trips, the author realizes that sometimes it is impossible to sort. The drivers collect the bottles but everything else what is found in the bus, is put in the same trashcan. Sometimes the driver arrives from a bus trip in the middle of the night and quickly cleans the bus. Sorting the trash is the last thing in mind that time. Sometimes sorting everything would also be totally impossible, because the passengers for example put banana peels inside some other trash and then put it into the trashcan.

Lassila & Tikanoja offer

The Author asked the company Lassila & Tikanoja the prices of waste management if the company would rent organic waste container and paper waste container and have them emptied when needed.

Jan Reiners, the sales negotiator from Lassila & Tikanoja sent an offer via e-mail. He said that the organic waste container must be emptied twice a month and the paper waste container only once a month.

The paper container can be either 240 litres or 660 litres, depending of the amount of the paper. The author will choose the smaller one as an example. The organic waste containers are either 140 litres or 240 litres.

The prices without VAT for the organic waste container are: 140 litres emptying is 3.95 €, handling the waste payment is 2.45 € and the organic waste sack is 1.25 €.

The prices for the rent for the organic waste container are:

- 140 and 240 litres container 2.89 € / a month.

The organic waste sack prevents the container from getting dirty and keeps the container more hygienic. Total payment in a month would be 18.19€ plus VAT.

The prices without VAT for the paper waste container are: 240 litres emptying and handling payment 0 €.

The prices of the rent for the paper waste container are: 240 litres container 2.89 € / a month. Total payment would be 2.89€ plus VAT. (JanReiners, 2009.)

10 DISCUSSION

More and more companies want to pay attention to sustainable development because consumers expect environmental friendliness from the suppliers. Red One Plus Ltd and Mikko Laakkonen wanted to know what their customers thought about the service they provide. At the same time, the company was wondering what the options were for a charter bus company to become greener. With the help of the ISO 14001 standard, by reading many books about the matter, and conducting a survey to the customers and some students, the author found a way for the company to be more environmental friendly.

There were two different questionnaires used, one for the customers and one for the students. The response rate of the research to the customers was 56% and to the students 22%. These figures were satisfying because of the diverse answers to the open questions.

The results show that the co-operation with Red One Plus is highly appreciated and that the customers are satisfied. They value the service they receive and they are thankful for the helpfulness and friendliness of the drivers.

The results also show that price and quality go hand in hand, on the same level. Someone thinks the price counts but another one only uses good quality transportation methods. However, the best quality of Red One Plus Ltd was said to be helpfulness, and the best quality of the competitor was said to be the price. Most customers had found the company on the Internet, but some had become customers through a recommendation.

After asking many different kinds of questions concerning sustainable development, it seems that the customers care about the environment. Most of them would pay more if the company had a green image, but there are still those who do not even sort and recycle their own trash at home.

On the other hand, the students did not know the company but they had good comments on the sustainability issues as the author gave them free hands with open questions. They say for example that the company should advertise the environmental matters they are paying attention to. It will put pressure on other companies, too.

Someone says that including a sustainable development in an action plan will improve the image of the company. The student continues by saying that driving cars is not very environmentally friendly so naturally it is good to do it as ecologically as possible.

After writing the SWOT analysis and planning the steps of sustainable development, the issues to pay attention to at this point are material consumption, water consumption, energy consumption and waste management. Wise use of all kinds of papers, and plastic bags is recommended, and soaps and service for the car should be bought from the companies paying attention to the sustainable development. Water should be used ecologically, if possible, spending less of it when washing the buses. Energy should be saved in the office and in the garage, and if possible, bought from a company selling renewable energy. Trash should be sorted and recycled, even when arriving late at night back to the garage to clean the bus.

Emissions are already taken care of, as the company's cars have Euro 4 engines and the drivers drive economically. One of the future actions is, however, to replace the present vehicles with biogas vehicles.

Everyone should understand the importance of environmental friendliness. The world is much more enjoyable if everyone takes responsibility for their own actions and tries to minimise the negative actions towards Nature. This does not have to mean that everyone should walk instead of using some transportation method, or do everything by hand instead of a machine. Small things, like switching off the lights when leaving a building is an action towards a more sustainable world.

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APPENDICES

Appendix 1. Cover letter for the customers

Hei,

Opiskelen Jyväskylän Ammattikorkeakoulussa ja olen tekemässä opinnäytetyötäni tilausajobussifirma **Red One Plus Oy:lle**.

Opinnäytteessäni haluan tutkia ihmisten ajatuksia siitä, mikä palvelun tarjoamisessa on tärkeintä ja miten ihmiset suhtautuvat ympäristöasioihin ja kestäväan kehitykseen varsinkin nyt, kun näistä asioista tänä päivänä niin paljon puhutaan. Tutkin samalla myös Red One Plus Oy:n palvelun laatua joten **jokaisen mielipide on kullan arvoinen**.

Tämä kysely lähetetään Red One Plus Oy:n asiakkaille. Voisitteko ystävällisesti vastata kyselyyn. Kyselyssä on **vain 17 kysymystä** eikä niiden vastaamiseen mene kauan.

Yleensä **kestävä kehitys** on määritelty seuraavalla tavalla:

”Kestävä kehitys on kehitystä, joka tyydyttää nykyisen yhteiskunnan tarpeet tekemättä myönnytyksiä tulevien sukupolvien kustannuksella.”

Tämä tarkoittaa lyhyesti sitä, että kestäväan kehityksen periaatteet huomioon ottamalla ihminen tekee päätöksensä siten, että ympäristölle aiheutuisi mahdollisimman vähän haittoja.

Ystävällisin terveisin,
Nita Lahnalampi
E-mail: nita.lahnalampi.MFA@jamk.fi
Puh: 040-9627066

Appendix 2. Questionnaire for the customers

A QUESTIONNAIRE FOR THE CUSTOMERS OF RED ONE PLUS LTD

1. **Gender** Female Male

2. **Age** 18-35 36-50 51-65 more than 65 years

3. **Profession** _____

4. **Place of Residence**
 Jyväskylä area Northern Finland Other
 Other Middle Finland Western Finland
 Southern Finland Eastern Finland

5. **Red One Ltd's Charter Traffic was incorporated to its own company in April 2008 and the new Charter Traffic Company is called Red One Plus Ltd. Did you know about this?**
 Yes, I knew No, I did not know

6. **How did you find out about Red One Plus Ltd?**
 Internet Through someone I know Newspaper
 Leaflet Somewhere else, where? _____

7. **What kind of image do you have about Red One Ltd?**

8. **What grade would you give to Red One Plus Ltd according to your first impression on a scale of 1 to 5?**
 1 very poor 2 poor 3 average 4 good 5 very good

9. **What good qualities does Red One Plus Ltd have? You can choose many options.**
 Price Quality Familiarity Friendliness
 Helpfulness Paying attention to the environment
 Other, what? _____

10. **Have you used the web pages of Red One Ltd and Red One Plus Ltd?**
 Yes, I have No, I haven't

NEXT PAGE

- 11. What grade would you give to the drivers of Red One Plus Ltd on the scale of 1 to 5 (1=very poor, 5=very good)?**

Friendliness	1	2	3	4	5
Fastness	1	2	3	4	5
Way of driving	1	2	3	4	5
Clarity of the announcements	1	2	3	4	5

- 12. Who would you think is the competitor of Red One Plus Ltd? Name one.**

- 13. What good qualities does the competitor you mentioned have? You can choose many.**

Price Quality Familiarity Friendliness
 Helpfulness Paying attention to the environment
 Other, what? _____

- 14. What issues do you consider important when selecting a service? Choose two options.**

Price Quality Environmental friendliness
 Familiarity
 Other, what? _____

- 15. If Red One Plus Ltd would pay more attention to the principles of sustainable development, would you be willing to pay more for the service?**

Yes A little bit Not at all

- 16. How do you take the principles of sustainable development into account in your household? You can choose many options.**

We sort the trash We do not have a car We use environmental friendly products
 We mainly buy products from companies that pay attention for the environmental issues
 We are vegetarians Otherwise, how? _____
 We do not really take these matters into account, YET.

- 17. What services and products would you hope Red One Plus Ltd to offer or do you have something else to say to Red One Plus Ltd management?**

THANK YOU FOR YOUR ANSWERS!

Appendix 3. Cover letter for the students

Hei,

Opiskelen **Jyväskylän Ammattikorkeakoulussa** ja olen tekemässä opinnäytetyötäni tilausajobussifirma **Red One Plus Oy:lle**.

Opinnäytteessäni haluan tutkia ihmisten ajatuksia siitä, mikä palvelun tarjoamisessa on tärkeintä ja miten ihmiset suhtautuvat ympäristöasioihin ja kestävään kehitykseen varsinkin nyt, kun näistä asioista tänä päivänä niin paljon puhutaan. Tutkin samalla myös Red One Plus Oy:n palvelun laatua.

Tämä kysely lähetetään Jyväskylän ammattikorkeakoulun LIPA:n opiskelijoille ja henkilökunnalle. Kyselyssä on **vain 16 kysymystä** eikä niiden vastaamiseen mene kauan. Olkaa hyvä ja kertokaa mielipiteenne, sana on vapaa ja jokaisen mielipide on tärkeä.

Yleensä **kestävä kehitys** on määritelty seuraavalla tavalla:

”Kestävä kehitys on kehitystä, joka tyydyttää nykyisen yhteiskunnan tarpeet tekemättä myönnytyksiä tulevien sukupolvien kustannuksella.”

Tämä tarkoittaa lyhyesti sitä, että kestävä kehityksen periaatteet huomioon ottamalla ihminen tekee päätöksensä siten, että ympäristölle aiheutuisi mahdollisimman vähän haittoja.

Ystävällisin terveisin,
Nita Lahnalampi
E-mail: nita.lahnalampi.MFA@jamk.fi
Puh: 040-9627066

Appendix 4. Questionnaire for the students

With this questionnaire we are trying to explore people's opinions about Red One Plus Ltd and the environmental issues.

1. **Gender** Female Male
2. **Age** 18-35 36-50 51-65 more than 65 years
3. **Profession** _____
4. **Place of Residence**
 Jyväskylä area Northern Finland Other
 Other Middle Finland Western Finland
 Southern Finland Eastern Finland
5. **Have you heard about the company called Red One Plus Ltd?**
 Yes, I have heard No, I haven't
6. **Red One Ltd's Charter Traffic was incorporated to its own company in April 2008 and the new Charter Traffic Company is called Red One Plus Ltd. Did you know about this?**
 Yes, I knew No, I did not know
7. **What kind of image do you have about Red One Plus Ltd?**

8. **Have you taken a Charter Traffic Bus trip?**
 Yes I have No I haven't
9. **What issues do you consider important when selecting a service? Choose two options.**
 Price Quality Environmental friendliness
 Familiarity
 Other, what? _____
10. **If one of your favourite service provider would pay more attention to the principles of sustainable development, would you be willing to pay more for the service?**
 Yes A little bit Not at all

NEXT PAGE

- 11. What do you think about paying attention to the environmental issues and the sustainable development?**

- 12. How do you take the principles of sustainable development into account in your household? You can choose many options.**

We sort the trash We do not have a car

We use mostly environmental friendly products

We mainly buy products from companies that pay attention for the environmental issues

We are vegetarians Otherwise, how? _____

We do NOT really take these matters into account, yet.

- 13. If you would own a bus company, how would you take the environmental issues into account?**

- 14. Did you know that as charter traffic buses it is not possible to use biogas buses because the biogas stations are still so rare?**

Yes, I knew

No, I did not know

- 15. What do you think are the strengths and the weaknesses for a firm to pay attention to the principles of sustainable development?**

- 16. What services and products would you hope Red One Plus Ltd to offer or do you have something else to say to Red One Plus Ltd management?**

THANK YOU FOR YOUR ANSWERS!

Appendix 5. Customers' open questions/answers

Kysely Red One Plus Oy:n asiakkaille

Avoimet vastaukset

Julkaistu: 8.4.2009

Ammattinimike

yhteyspäällikkö

Sihteeri

Product Development Specialist

henkilöstöassistentti

toimitusjohtaja

lehtori

Assistentti

myyntineuvottelija

Yrittäjä

isännöitsijä

kiinteistösihteeri

toimistosihteeri

myyntiassistentti

Myyntipäällikkö

Key Account manager

puheenjohtaja

taloussihteeri

Eläkeläinen (sihteeri)

Toimistos sihteeri

vapaa-ajan ohjaaja

pankinjohtaja, eläkkeellä

Asiakaspalveluassistentti

Ryhmäpäällikkö

toiminnanjohtaja

Assistentti

Toimiala-assistentti

Paikallisjohtaja

assistentti

päiväkeskusohjaaja

nuorisotyönohjaaja

sihteeri

Työnjohtaja

assistentti

valmistussuunnittelija

erityisluokanopettaja

assistentti

esh

johdon assistentti

markkinointisihteeri

palveluneuvoja

Vuoropäällikkö

toimistosihteeri

Suunnittelija

opettaja

yrittäjä

Yksikön päällikkö

Markkinointipäällikkö

tutkija

kuljetusteknikko

Päiväkeskusohjaaja

esimies

Yksikön johtaja

SW Designer

Kotipaikka

Jokin muu

Irlanti

Mitä kautta saitte tietää Red One Plus Oy:stä?

Jokin muu

Työkaveri

vanhastaan tuttu =>

yrittäjän henkilökunta

pitkäaikainen tilaussuhde edelliseen omistajaan

työpaikka

aiempi asiakkuus ja yhteistyö

Työpaikan yhteistyökumppani

Tiesin ennestään

HEILTÄ TULLEESTA INFOSTA

yhtiö tuttu työympyröistä

Autoista

suoraan Red Onelta

työnantaja

koulumme kuljetuksia hoitaa Red One

aikaisempi käyttö

keltaiset sivut

Yrityksemme käyttää kyseisen tahoon palveluja.

tämän kyselyn kautta

työn kautta

työpaikkani on käyttänyt red onea paljon

Red One Plus kävi kertomassa asiasta paikan päällä

Millaisia mielikuvia Red One Plus Oy herättää?

pelkkä nimi herättää sporttisen ja dynaamisen vaikutelman

Pieniä busseja kulkee paljon kaupungilla.

Letkeää ja ammattitaitoista palvelua korkealuokkaisella kalustolla!

Tehokas ja joustava

Luotettava, nykyaikainen, naapuri (sijainti vieressämme)

Punavalkoisia positiivisia

Hyvät autot ja hyvä palvelu

luotettava

Nettisivuilta sai kattavasti tietoa palveluista. Niiden ulkoasu oli myös miellyttävä.

hyvä palvelu -luotettava-mukautuvainen-moderni - ammattitaitoinen - jne

Luotettava

Laadukas, palvelualtis, tuttavallinen pikkufirma johon voi luottaa

Yhteistyökykyinen, Luotettavat, monipuolinen,

Ystävällinen, luotettava tilausajoyritys.

Nimi ei herätä ensikuulemalta mielikuvaa, että kyseessä olisi bussifirma.

Laadukas, luotettava ja joustava.

Luotettava ja varma. Yhteistyö mutkantonta ja mukavan tuttavallista. Laadukkaat autot ja palvelu.

Hyvä palvelu, hyvä henkilökunta, autot tulevat aina ajallaan

paikallinen, joustava, ehkä kuitenkin brandina vielä tuntematon ja osittain "vaisuhko"

Ihan positiivisia. Ystävällinen palvelu.

Hyvät autot ja hyvä laatu.

Yleisesti käytössä JKL alueella, mm. palveluliikenteessä

Luotettava, edustava

Nimi ei sinällään herätä mielikuvaa - kolme lyhyttä englanninkielistä sanaa, joiden merkitys aukea. Mutta kokemukset tuovat mielikuvan isohkosta kuljetusalan yrityksestä.

Red Bull antaa siivet

Olen ryhmäni kanssa käyttänyt palveluja ja hinnat +palvelumatkan aikana moitteetonta

luotettava ja ammattitaitoinen

neutraaleja, ei positiivista eikä negatiivista.

Nopea.

Rehti, reipasotteinen, koff

Hyvä, luotettava bussifirma. En vaan ollut huomannut että sana PLUS oli ilmestynyt nimeen.

Tehokas ja luotettava, uudet turvalliset autot

On hiukan epäselvää se että Red on itsenäinen yhtiö, eikä siihen kuulu city-bussit tai invabussit.

Aktiivista yhteistyötä asiakaskuljetusten muorossa.

Ammattimainen ja joustava

Joustava, asiakaspalveluhenkinen

Toimiva, yhteistyökykyinen

Laadukas

Mitkä ominaisuudet Red One Plus Oy:ssä ovat hyviä?

Jokin muu

homma toimi

helppous!

turvallisuus

löytyi netistä, muuta en tiennyt

Joustavuus

en ole tarvinnut tilausajoa moneen vuoteen

Minkä yrityksen koette Red One Plus Oy:n tärkeimmäksi kilpailijaksi?

Kaikille teille

En osaa sanoa! Varmasti useampi tilausajo-liikennettä harjoitta yritys Jyväskylän seudulla.

Tilausliikenne Sami Aarjomaa

Töysä

Kaikille teille

Töysä

Jyväskylän liikenne

töysän linja

Töysän Linja Oy

jyväskylän liikenne

Nyt ei tule edes mieleen muita.

en tunne Jkylästä muita

Sami arjotie

S&P Lehtonen

Pohjolan Matka

Kaikille Teille

Sami Arjotie

Jyväskylän Liikenne

SP Lehtonen

Keski-Suomen Liikenne

Viime kuukausina Red One Plus on ollut kukkulan kuningas niin hinnassa kuin laadussakin! :)

Keski-Suomen Liikenne

Jyväskylän Liikenne

A&A Travels

Muut bussiyhtiöt

Jyväskylän Liikenne

tähtipalvelut

koiviston auto

Töysän Linjat

En osaa sanoa

En ole tarvinnut tilausajoa, en osaa sanoa

en osaa sanoa. ei tule mieleen muita bussiyhtiöitä, jotka olisivat kilpailijoita.

ksliikenne

Pohjolan matka

FIN.fi

Taksi

Lehtonen, JKL liikenne

Jyväskylän liikenne

Sami Arjotie

taxi

VR

SP Lehtonen

Koivuranta

Mitkä ominaisuudet mainitsemassanne kilpailijassa ovat hyviä?

Jokin muu

valitettavasti kalliita. upeat autot

Laaja autovalikoima

paikallinen imago

Joustavuus

ei kokemusta muista

tunnettavuus

Nopeus & hyvät yhteydet

Mihin asioihin kiinnitätte huomiota valitessanne palvelua?

Jokin muu

suosittelu

helppous/saatavuus

Sopiva kalusto

palvelualttius ja homman yleinen toimivuus

luotettavuus

Hyvä palvelu

Vuorovaikutus

Miten otatte kestävän kehityksen periaatteet huomioon kotitaloudessanne?

Muu tapa, jolla otamme kestävän kehityksen periaatteet huomioon

turhat ajot pois, ostetaan vähemmän

Yleinen järjen käyttö

turha kulutus pois

Kierrätys, maltillinen kulutus

Vältämme turhan tavarahan, pakkausmateriaalien ym. ostamista ja käyttämistä

ei ole kakkosautoa, polkupyörällä/kävelen

kierrätys

oman auton käytön välttäminen ja pyöräily sekä julkinen liikenne, kulutuksen tarkkailu

emme osta usein turhia tavaroita, vaan harvoin ja hyvälaatuista mielellään kotimaista

välttämällä turhaa auton käyttöä

sähkön säästäminen, auton käytön vähentäminen

tavaroiden, vaatteiden yms. kierrätys

Mitä palveluita tai tuotteita vielä toivoisitte Red One Plus Oy:n tarjoavan nykyisten lisäksi, tai mitä muita toivomuksia teillä on Red One Plus Oy:n väelle?

Yleisesti toteaisin, että olemme hyvin tyytyväisiä kuljettajiin ja siihen, että aina heiltä on linja-auto löytynyt. Hieman moitin kuitenkin sitä, että joskus tulee käyttöön jonkun alihankkijan bussi, jonka varustetaso ei ole ihan sovittua ja lisäksi yllättävän lisämaksut linja-auton siivouksesta ovat ikäviä, ne saisi sisältyä jo perushintaan.

Olemme käyttäjänä työttömien yhdistys, joka yrittää saada edullisia matkoja, meidän pitkä aikaistyöttömille. Kiitämme kovasti Laakkosta ja kuljettajia että tämä on ollut mahdollista. Aiomme jatkossakin käyttää. Autot ovat olleet hyviä, kuljettajat hyviä palvelemaan.

Tämänhetkinen palvelutaso on ollut aivan riittävä, esim mikäli sopivankokoista autoa ei firmalla ole ollut, niin sen he ovat vuokranneet muualta. Ei toiveita.

Tilausajopalvelujen tarjonta kattaa tämän hetkiset tarpeeni yhdistystoiminnassa. Kiitokset laadukkaasta palvelusta ja siisteistä, hyväkuntoisista ajoneuvoista.

Kaikki kuljettajat yhtä yhteistyökykyisiksi kuin Väiski.

Olen ollut palveluihin erittäin tyytyväinen, lämmin kiitos hyvästä yhteistyöstä!

Ekotekoja voi tuoda esille ja asiakasta hienovaraisesti "kouluttaa" siihen suuntaan. Mutta esim auton täyttöasteessa monesti vaikuttavat ekotekojen sijasta yksikön "reviiriasiat" siltikin...Täyttä autoa ei koeta miellyttäväksi, siksi helposti tilataan himpun isompi että mörököllit saavat istua yksinään.

Tarjouspyyntöä voisi kehittää, jotta jos muutoksia aikatauluun tai muihin yksityiskohtiin tulee voisi yksiselitteisesti tiedon tarkistaa. Kiitokset tähänastisesta yhteistyöstä !

Hyvää, laadukasta ja kohtuuhintaista palvelua. Jatkakaa samaan rataan! Palataan taas asiaan, kun tulee matkatarvetta.

Keskikokoinen bussi n 30 hlö.

Runsaasti lisää palveluystävällisyyttä ja toimivuutta.

Peruspaketti on hyvin kasassa.

Appendix 6. Students' open questions/answers

Kysely LIPA:n opiskelijoille kestävästä kehityksestä ja tilausajofirma Red One Plus Oy:stä
Avoimet vastaukset

Julkaistu: 8.5.2009

Ammattinimike

opiskelija/ravintolakokki

restonomi

Opiskelija

Suurtaloukokki

ammatillinen opettaja

Järjestyksenvalvoja

opettaja

sihteeri

vuoropäällikkö

Koulutusjohtaja

tarjoilija

Ravintolakokki

kassamyyjä

myyjä

Millaisia mielikuvia Red One Plus Oy herättää?

Ei oikein minkäänlaisia

Ei juuri mitään, koska ensimmäistä kertaa kuulen firmasta.

Nuorekas, trendikäs, toimivaa palvelua.

Eipä oikein mitään. Red onen logo tulee mieleen? Kirjoitettu vissiin punasella virtaviivaisella RED1? :D

Ei mitään erityisiä mielikuvia. Muistan kuulleni yrityksestä, ja hämärästi muistan myös logon.

Ei oikein mitään, koska firmaa en tunne..

Ei mitään, sillä en tiedä mitään yrityksestä.

Nimi ei ainakaan viittaa kuljetukseen

Ammattitaitoinen ja luotettava.

Nimestä päätellen lähinnä vetovoimaista plus-ominaisuuksia sisällään pitävä itsevarma yritys.

Ei juurikaan minkälaisia, koska yritys on minulle aivan tuntematon.

Minulle tulee ensimmäisenä mieleen, että yritys kuljettaa paljon vanhuksia/eläkeläisiä Jyväskylän alueella.

Ei mitään, en tunne/ole kuullut koko yhtiöstä mitään. Nimi ei pelkästään kerro mitään, tulee mieluummin mieleen punainen risti.

Ei minkäänlaisia, koska en ole kuullut kyseisestä firmasta aikaisemmin.

Ei mitään.

Enne kuin aloin vastata tähän kävin katsomassa nettisivuilta, mistä firmasta on kyse. Nimi ei mitenkään viittaa henkilökuljetuspalveluihin - nimi ei herätä mielikuvia eikä mielenkiintoa.

Useasti olen nähnyt Red One:n kuljettavan vanhuksia, joten yhdistin sen jotenkin ensimmäisenä vanhuksiin.

en tiedä yrityksestä mitään

Ei oikeen minkäänlaisia, kun tämän kyselyn yhteydessä vasta kuulin koko yrityksestä. Plus-nimen perusteella tosin odottaisin yritykseltä ehkä tavallista korkeampi luokkaisempaa palvelua.

perheyritys

punaisia ja valkoisia

Tilausajofirma, kirkkaan punainen logo...

ensimmäisenä tuli REDBULL energia juoma mieleen.

Mihin asioihin itse kiinnitätte huomiota valitessanne palvelua?

Jokin muu, mikä

Palvelun sisältö

Saatavuus

Mitä mieltä olette ekologisuudesta/ ympäristön huomioonottamisesta/ kestävästä kehityksestä?

Hyvin tärkeää

Jokaisen tulisi huomioida kyseiset asiat arkipäiväisessä elämässään valintoja tekemällä. Jo pienellä vaivalla voi olla hyödyksi.

Tärkeä asia. Päästöjen vaikutukset pitäisi tutkia kunnolla ja lakien avulla säädellä päästöjä, niin ettei vastuu jää pelkästään yrityksille mahdollisten voittojen kustannuksella.

Tyhjämpäiväistä hömpötystä..no ei vaan, ihan hyvä että näitä asioita ajatellaan ja yritykset pyrkivät huomioimaan ekologisuutta toiminnassaan. En kuitenkaan näe että yksittäisenä kuluttajana voin juurikaan valinnoillani vaikuttaa kestävän kehityksen edistämiseen, joten asennoitumiseni aiheeseen on melko välinpitämätön, vaikka tiedän että nämä asiat ovat tärkeitä.

Tärkeä asia tietenkin, Kiinnitän siihen itsekkin paljoa huomiota, ja yritän elää kestävän kehityksen periaatteiden mukaisesti parhaani mukaan. Opiskelijana hinta kuitenkin ratkaisee, kun rahaa ei ole niin paljoa käytettävissä. Työssäkäyvänä periaatteita voisi vielä enemmän noudattaa, enemmän myös kulutustottumuksissa.

hyvä asia, että näitä ajatellaan..

Olen näiden asioiden puolesta puhuja. Peukkua paljon!

Erittäin tärkeitä asioita nykypäivänä

Erittäin tärkeää, tulevaisuuden myyntivaltti tai pikemminkin myynnin ehto lähes alalla kuin alalla.

Elän itse periaatteella, että en tuhlaisi energiaa, vettä ym. yli tarpeeni. Kierrätän mitä pystyn ja olen kompostoinut jo yli kymmenen vuotta biojätteet.

Ympäristöstämme tulee pitää hyvää huolta, mutta ihminen on jotenkin eristetty sellaisesta toiminnasta (esim teollisuus, tehotuotanto, jätelaitokset), jonka vuoksi ympäristö rasittuu koko ajan, eivätkä ihmiset ymmärrä luonnon säästämisen tärkeyttä riittävän hyvin. Tosin jonkinlaista hidasta heräämistä tapahtuu. Ihmisten pitäisi konkreettisesti nähdä, millaisia vaikutuksia heidän tekemisillään on.

Mielestäni todella tärkeä asia. Mielestäni jatkossa kaikkien yksityisten sekä yritysten tulee kiinnittää asiaan entistä enemmän huomioita.

Olen pyrkinyt omalta osaltani pitämään huolta ympäristöystävällisyydestä ja kestävästä kehityksestä. Bussiyhtiön kannattaa mainoksissaan tuoda rehellisesti esiin ne seikat, jotka ovat heillä paremmin kuin muilla tai heillä oli ennen.

Pitäisi kuulua jokaisen yksityisen ihmisen ja yrityksen toimintatapoihin päivittäin. Tekojenhan ei tarvitse olla aina isoja ja paljon rahaa maksavia. Kilpailuvaltti nyt ja tulevaisuudessa hinnan ja tuotteen/palvelun laadun ohella.

Ajan muoti-ilmiö. Jos jokainen laittasi ensin omat nurkkansa kuntoon siitä voisi lähteä liikkeelle.

Erittäin tärkeitä asioita, jotka jokaisen ihmisen pitäisi ottaa huomioon arkipäivän valintoja tehdessään. Mahdollisuuksien mukaan teen itsekin ekologisempia ratkaisuja.

Tärkeä asia. Mielestäni jokaisen yrityksen, alaan katsomatta, tulisi ottaa ympäristöasiat huomioon.

Erittäin tärkeää tulevaisuuden kannalta, mutta toisinaan niiden toteuttaminen arkipäiväisessä elämässäkin saattaa osoittautua kovin hankalaksi tai haastavaksi

Hyvä juttu ja ympäristöä pitäisi huomioida enemmän.

Köyhänä opiskelijana tuotteiden hinta ratkaisee paljon kaupassa ollessani, mutta ainakin valtaosaan väestöstä verrattuna toimin muutoin mielestäni hyvinkin ympäristöystävällisesti.

kiinnostaa paljon, muttei ole varaa toimia sen hyväksi

Se on tärkeää ja erittäin huomioitavaa

Todella tärkeää, mutta opiskelijana minulla ei ole varaa näyttää arvojeni ekologisia tuotteita ostamalla

Kaikki on oikein ajatella

todella tärkeä juttu. Kunpa kaikki panostaisi ekologisuuteen enemmän.

Se on ainoa toimiva tapa, jolla pystytään säilyttämään maapallo kunnossa ja varmistaa että se pysyy sellaisena myös jälkipolville. Kestävästä kehityksestä tulisi tehdä enemmänkin määräys kuin vapaaehtoinen valinta.

Miten otatte kestävän kehityksen periaatteet huomioon kotitaloudessanne?

Muu tapa, jolla otamme kestävän kehityksen periaatteet huomioon

Lehdet ja pullot kierrätykseen

lajittelemme osan roskista..

sähköä ei tuhлата

Reilun kaupan tuotteet, vältän monikansallisten yhtiöiden tuotteita

käytämme lämmityksessä pääasiassa puuta, valitsen energiayhtiön sähköntuottoon joka tuottaa energiaa paljon uusiutuvilla energianlähteillä

Suosimme luomu- ja lähiruokaa aina kun se on mahdollista.

Veden kulutuksen huomioiminen, hyöty liikunta

ei kerskakulutusta

Vaatteiden kierrätys, luomun ja lähituotannon suosiminen.

vaatteiden, astioiden yms. kierrätys

kierrätys, sähkön säästäminen

kierrättäminen ja energian säästäminen

pidän välillä kasvisviikkoja

sähkön ja veden säästäminen

Millä keinoin ottaisitte ympäristöasiat huomioon jos olisitte bussifirman toimitusjohtaja?

Taloudellisen ajotavan opetus, bensaa vähän kuluttavat ajoneuvot

Hmm... kiinnittämällä huomiota polttoaineen kulutukseen/asiakas? Kannattamalla ajotapaa, jolla säästää ympäristöä?? Vaikea sanoa.

Pitäisin huolta että autot ovat malleja jotka kuluttavat mahdollisimman vähän polttoainetta. Kuskeille painottaisin vähäkulutuksista ajotapaa -> säästää sekä luontoa että rahaa bensakuluissa.

Ajamalla taloudellisesti, niin säästyy mm. bensaa. Ajamalla suorinta reittiä, ei turhaa ajoa. Mahdollisimman paljon ihmisiä samaan bussiin...

mieltäisin ajoreitit kunnolla, käyttäisin ympäristöystävällisiä tuotteita esim. roskapussit yms.

Ekologiset autot, ei vajaita ajoja, turhat reitit pois, henkilöstölle koulutusta ympäristöasioista.

Panostaisin ympäristöystävällisiin polttoaineisiin

Pitämällä kaluston nykyaikaisena.

Tyhjäkäynti minimiin. Bussien tilan käytön huomiointi mahdollisimman tehokkaasti. Pakokaasut mahdollisimman pieneksi. Autokanta olisi kunnossa niin ettei se aiheuta toiminnallaan ylimääräistä räsytystä ilmastolle. Kuljettajien ajokäyttäytyminen olisi ympäristön huomioivaa ja säästävää.

tankkaisin ympäristöystävällisellä polttoaineella, käyttäisin ympäristöystävällistä siivouspalvelua, vaatisin kuljettajia ajamaan taloudellisesti, myös wc:t olisivat ympäristöystävällisesti suunniteltu

Valitsisin "kaluston" niin, että niissä olisi mahdollisimman pieni kulutus/päästöt.

Vanhat savuttavat bussit olisi saatava ehdottomasti pois ajosta. Ilmoittaisin asiakkaille päästöistä sekä ongelma kohdista nyt--> miten tavoitteeseen pyritään esim. vuonna 2012

Pyrkisin pitämään huolta autokannan ympäristöystävällisyydestä (uudet kehittyneet koneet). Yhteistyötä sellaisten taukopaikkojen kanssa, joilla ympäristöasiat ovat otettu huomioon. Käytännön tasolla hoidetaan vessan jätehuolto ja bussissa olevien jätteiden asianmukainen kierrätys ja hävittäminen.

Ympäristöystävällisin bensiinin jälleenmyyjä, huoltofirma ympäristöasiat huomioonottava firma, bussin materiaalit ympäristöystävällisiä jne..

Tehokas ajoreittien suunnittelu mm. siirtoajojen minimointi. Autojen riittävä ja säännöllinen huolto. Syntyvien jätteen lajittelu. Taukopakkojen ekologinen valinta, jos kuljettajan/yrityksen päätettävissä.

Laatimalla yritykselle ympäristöohjelman Linja-autoliiton suositusten mukaan. Hankkimalla uusia Suomessa suomalaisiin olosuhteisiin valmistettuja mahdollisemman korkean EUROtason busseja. Vanhoilla busseilla ei ole tilausajomarkkinoita, kun asiakkaat kiinnittävät laatuun huomiota. Panostaisin kuljettajien ennakoivan ja taloudellisen ajon koulutukseen. Järjestäisin mahdollisesti kilpailun taloudellisesta ajosta, jossa palkitsisiin pienimmällä litramäärällä selviävän kuljettajan ulkomaan lomamatkalla. Ajamalla ennakoivasti ja taloudellisesti säästyy dieseliä ja se on taas rahaa ja sillä voi ostaa uusia busseja. Huoltamalla autot suositusten mukaan. Ympäristön huomiointi varikolla; öljyt, akut jne. asianmukaisesti. Pienistä puroista syntyy suuret säästöt.

Mahdollisimman pienipäästöiset autot

Polttoainevaihtoehtoja, mahdollisesti hybridiautojen käyttämistä, bussimatkoilla syntyvien roskien lajittelumahdollisuuksien parantamista, henkilöstön kouluttamista ympäristöasioissa (mm. taloudellisesta ajotavasta)...

Pyrkisin siihen, että tyhjällä tai vajaalla bussilla ajettaisiin mahdollisimman vähän.

Ympäristöystävälliset valinnat ja kierrätys.

Voihan ne asiat ottaa missä tahansa yritystoiminnassa joka lailla huomioon.. Esitteet painettaisiin ympäristöystävälliselle paperille tai niitä ei painettaisi ollenkaan (käytettäisiin esim. vain internetiä ja omia kotisivuja), ajettaisiin auto mahdollisimman täynnä ja yritys voisi ainakin omalta osaltaan yrittää ajaa biokaasun tankkausasemien yleistymistä, jottei ainakaan niiden puuttuminen enää olisi biokaasubusseihin vaihtamisen esteenä. Myös henkilöstön vaatetuksen suhteen voi tehdä vihreämpiä valintoja.

bensa dieseliin.

Auton koko suhteessa ryhmän kokoon -> Ajojen suunnittelu Ympäristöystävällinen kalusto ja osien kierrätys Ajotapa ja kuskien kouluttaminen aiheesta (tyhjäkäynti, moottorin esilämmitys ja muut bensa säästävät toimet)

Pitäisin auton kunnossa ja päästöt mahdollisimman pieninä.

-bussien tulisi olla vähäpäästöisiä, olisi ideaalista jos ne olisivat hybridejä. - busseja tulisi teettää paikallisesti, materiaalien alkuperään tulisi kiinnittää huomiota -

Huomioisin kuinka täyteen bussi saataisiin. Olisiko mahdollista hankkia ympäristöystävällisempiä linja-autoja ja mikä polttoaine on luontoa vähiten kuluttava. Myös reittien suunnittelu ja pysähdyspaikat on otettava huomioon.

Mitä hyötyä/ haittaa teidän mielestänne on firmalle siitä, että panostaa kestävän kehityksen periaatteisiin?

Kallista, aikaavievää

Yhä enemmän kuluttajat kuitenkin ajattelevat sitä, kuinka paljon ympäritöä saastutetaan. Jos asiakkaalla on valittavana kahdesta bussifirmasta jossa toisen ympäristöasiat ovat retuperällä ja toisella hyvin, niin kyllä jälkimmäinen asiakkaat vie.

Hyötyä on firman imagolla mikäli asia tuodaan esille, näyttää myös mallia muilla että ympäristö tulee ottaa huomioon. Haittaa mahdollisista kuluista jotka koituvat kestävään kehitykseen panostamisesta.

Varmaan tällä hetkellä kulut ovat suuremmat. Hyötynä taas yrityksen muodostama imago asiakkaille, jotka näitä asioita arvostavat-->lisää asiakkaita?

Parantaa imagoa. Autoilu ei ole kovin ympäristöystävällistä touhua, joten tietenkin on positiivista, jos se tehdään niin ekologisesti kuin mahdollista.

mainosarvoa ja tunnettavuutta

Hyötyä: Imago kohenee (ainakin minun silmissä), hyvä mieli, parempi tulevaisuus ympäristölle, eläimille ja ihmisille. Haittaa: Saattaa olla kallista, mutta sillä ei mielestäni pitäisi olla merkitystä.

Hyöty lisääntyy koko ajan kun ihmiset heräävät ympäristöongelmiin ja arvostavat yhä lisääntyvässä määrin ekologisuuutta. Firma voi myös olla tyytyväinen omaan toimintaansa ja erikoistumissuunta on oikea

Hyötyä on myönteisen imagon luomisessa. Haittaa voi olla kustannusten suuruus, jos panostuksesta ei ole suoranaista hyötyä yritykselle / panostetaan väärin asioihin.

Hyötynä näkisin sen, että kestäväää kehitystä ajattelevat ihmiset, firmat ym. valitsevat tarvitessaan palveluja sen firman, jolla on kestäväan kehityksen periaatteet kunnossa. Haittana voi olla huono saatavuus, kuten esim. biokaasu ja kestäväan kehityksen periaatteiden noudattaminen voi lisätä kustannuksia toimintaan.

Hinta voi nousta, mutta luulen, että ympäristötietoinen kuluttaja on valmis myös maksamaan siitä.

saa valppaat kuluttajat luottamaan yritykseen, voi olla kalliimpi kuin tavallinen palvelu

Näkisin näin, että hinnat varmasti nousevat lipuissa. Mutta itse kyllä maksaisin tästä palvelusta jos/kun yritys panostaisi näihin asioihin. Kestäväan kehityksen asioihin panostaminen on todella tärkeää mielestäni.

"Eko"- ajattelu on kärsinyt hiukan inflaatiota, koska lähes joka paikassa sitä kuulutetaan, mutta ei välttämättä kerrota mitä sillä tarkoitetaan. Panostaminen kestäväan kehitykseen saattaa joissain tapauksissa olla kalliimpaa, en tiedä. Voi olla, että asiakkaat mieltävät "eko" ajattelun kalliimmaksi. Jos kestäväan kehityksen periaatteet saadaan selkeästi ja arkeen sitoutuen selvitettyksi on etuna asiakkaiden innostuminen asiaan. Tosin hinta on jälleen edessä, kalliimpaa ei sitten kuitenkaan saisi olla. Palvelun taso on parasta markkinointia oli ekoa tai ei.

Hankaluus ainakin alussa ja kustannukset. Kuinka ympäristöasioihin laitettut rahat saadaan takaisin? Suostuvatko asiakkaat (ainakaan tällähetkellä) maksamaan ylimääräistä?

Hyvät korkea Euroaluokituksen omaavat bussit ovat kysyttyjä tilausajobusseja. Pienempi dieselin kulutus vähentää polttoainekuluja. Hyvin huolletut autot - kohtuulliset huoltokulut. Ennakoiva, taloudellinen, tasainen, mutta sujuva ajotapa - nostaa firman imagoa, antaa kuvan ammattitaitoisista kuljettajista. Hidastimien käyttö vähentää jarrujen kulumista jne.

Hyvä esimerkki muille alan yrityksille. Saa ehkä muutkin toimimaan asian puolesta.

Ihmisten ympäristötietoisuus kasvaa jatkuvasti, joten varmasti koko ajan tulee lisää ihmisiä, joille on tärkeää palveluntarjoajia valitessaan ympäristöasioiden huomioon ottaminen.

Haittana ehkä kustannusten lisääntyminen.

Jos matkat maksaa huomattavasti enemmän kuin kilpailijoiden, niin asiakkaita on vähemmän jos ollenkaan.

Ei ainakaan haittaa ollenkaan. Jotkin valinnat voivat toki alkuun olla kalliimpia, mutta kaikki valinnat parantavat myös yrityksen imagoa kunhan niitä osataan käyttää markkinoinnissa tarpeeksi hyväksi. Esim. sen biokaasun suosiminen tulisi lähitulevaisuudessa varmasti myös halvemmaksi tavalliseen polttoaineeseen nähden, ja jos kilpailijat samaan aikaan käyttäisivät vielä tavallista polttoainetta yritys kykenisi kilpailemaan myös hinnoillansa.

ei mitään muuta kuin asiakkaiden hinta nousee

saattaa tuottaa enemmän vaivaa ja kustannuksia

Hyötyä: maine, yleensä luonnon säästäminen säästää myös kuluja (esim. pakkaus- tai bensakuluja), oman osansa tekeminen sen eteen että autoilu kuluttaa luonnonvaroja Haittaa: täytyy perehtyä asiaan, mikä vie aikaa

Hyötynä on, että asiakkaat huomioivat kestävän kehityksen

Hyötyä on se että se tarjoaa lisäarvoa asiakkaille ja voivat saada sitä kautta kestäviä asiakassuhteita. Haittaa on että se voi maksaa enemmän yritykselle ja tuottaa vaikeuksia.

Se on varmasti aikaa vievää suunnittelun ja vaatii aluksi isoja investointeja. Myös asiakkaat joutuvat maksamaan hieman enemmän ja se voi olla riskaabelia, koska asiakkaille hinta on tärkeää. Toisaalta asiakkaat arvostavat kestävästä kehitystä koko ajan enemmän ja voivat hyvinkin haluta maksaa hieman enemmän. Se on palvelus luonnolle ja tulevaisuudelle

Mitä palveluita tai tuotteita toivoisitte tilausajobussifirma Red One Plus Oy:n tarjoavan tai mitä muita toivomuksia teillä on Red One Plus Oy:n välle?

Ei ole nyt mitään mielessä

Tulkaa tunnetummaksi!

En osaa sanoa.

Tässä vaiheessa ei ole toiveita kun en ole tutustunut nykyiseen tarjontaankaan.

Onnea ja menestystä!

Kaikkea hyvää tulevaan ja menestystä!

En osaa sanoa.

Paremmiin kannattaisi yritystä ainakin markkinoida, sillä itse en ole nähnyt minkäänlaisia mainoksia yrityksestä.

En ole käyttänyt kyseistä palvelua mutta toivoisin iloista asiakaspalvelua ja asiantuntemusta oltiinpa sitten menossa mihin suuntaan tahansa.

Hyvään asiakaspalveluun kannattaa aina panostaa. Bussikuskeilla on usein suuri vaikutus matkustajien viihtyvyyteen, sillä hyväntuulinen bussikuski saa monesti matkustajankin hyvälle mielelle ja tympeä kuski päinvastoin.

turvallinen, nopea ja helppo kuljetus paikasta A paikkaan B.

en tiedä

opiskelijoille suunnattua edullisia ryhmämatkoja (retkiä Ikeaan, Helsinkiin, kylpylään, laskettelemaan jne)

Tehkää kaikkenne ympäristöystävällisyyden eteen!

En osaa sanoa kun en ole käyttänyt kyseistä firmaa. Mutta hyvä asiakaspalvelu ja neuvonta ovat tärkeitä asioita.
